

**SOS Rx**  
**Senior Outpatient Medication Safety**  
**Strategic Planning Meeting, September 13, 2006**  
**Meeting Report**

In September, SOS Rx held a strategic planning meeting to evaluate the current SOS Rx agenda and discuss future priorities. With the three-year anniversary of the coalition this fall, it was an appropriate time to assess how SOS Rx can make the greatest impact on improving medication safety in the outpatient arena.

After reviewing the accomplishments of the last three years, the group discussed the most important issues in outpatient medication safety today and considered possible areas of strategic focus for the Coalition in the near future. Taking these ideas, small groups worked on developing one or more key projects. The full range of projects was then reported back to the group. Recognizing the strengths of the Coalition and the importance of staying focused, the participants agreed on three priority areas for work in the next three years.

1) Personal Medication Record Plus (PMR Plus)

We envision that this project will focus on increasing dissemination of the personal medication record (PMR) data elements developed by SOS Rx, and further examine the medication reconciliation process. We hope to explore how use of a PMR or other tools (such as a personal health record) can help patients avoid medication errors. We intend to focus dissemination of the PMR to high-risk populations – such as those who manage multiple medications, multiple chronic conditions, and low health literacy. With the assistance of Coalition partners, we hope to disseminate the PMR through less conventional settings such as churches and barber shops, as well as standard settings such as pharmacies and medical offices. This enhanced PMR will include key questions to ask your health care provider, as well as information on medication therapy management.

In addition to dissemination, we plan to examine ways in which the PMR or other tools can be utilized in the broader medication reconciliation process. By integrating use of a medication management tool into likely scenarios in which medication errors may occur, we hope to promote consumer action to avoid errors. As the central figure in the care process, we expect to emphasize the consumer's role and accountability. As a starting point, we plan to conduct focus groups with patient and caregivers to determine how they currently manage various medication reconciliation scenarios, such as change in care setting or physician.

2) Oral-anticoagulation Project Follow-up

Recognizing the quality materials developed for the SOS Rx oral anticoagulation campaign, this project will encourage increased dissemination and follow up activities to expand the impact of the campaign. With the support of Coalition members, we will develop strategies for reaching additional targeted populations. As a first step, we will contact current SOS Rx partners and other organizations to ensure distribution and links

with mybloodthinner.org website. In addition, we plan to explore opportunities for expanded circulation of the print materials available for both patients and providers. As a next step, we hope to evaluate the education campaign in a constrained setting through some sort of pilot with a care provider institution. We plan to partner with an appropriate entity to design a study that would evaluate the impact of the intervention in a limited number of patients and providers. If this intervention is successful, we would consider duplicating the education campaign model for another class of high risk medications.

3) Clearinghouse of consumer health information - In addition to the two projects described above, there was interest expressed in developing or helping to expand an already-existing inventory of consumer health education materials. The group agreed that, should such an inventory or collection exist, it would only be useful if broadly accessible and searchable. The group agreed that Coalition staff could start by identifying resources that house existing consumer education materials.