

**A Diabetes Ten City Challenge update published quarterly by the American Pharmacists Association Foundation**

## WELCOME

The American Pharmacists Association (APhA) Foundation is proud to sponsor the Diabetes Ten City Challenge (DTCC), the innovative program that shows health care can be an investment in well care rather than an expense for sick care.



Employers in 10 selected communities are implementing the collaborative care model pioneered in Asheville, N.C. and known as the Asheville Project.

Through an employer-sponsored health benefit, people take charge of their diabetes with support from a pharmacist coach, physician and diabetes educator. Over the past 10 years, this model has improved people's lives, saved on health care costs and increased workplace productivity.

Our goal is to demonstrate with reliable data that this successful approach can work in any community of any size and demographic mix. With support from GlaxoSmithKline, DTCC research results will be analyzed and shared to encourage widespread adoption of the program and fundamentally change the way that health care is delivered.

In our quarterly update, *Newsline*, you'll find highlights of the DTCC and its progress. We welcome your comments and invite you to visit [www.aphafoundation.org](http://www.aphafoundation.org) for more information.

—William M. Ellis  
Executive Director/CEO  
APhA Foundation

### IN THIS ISSUE:

- NW Georgia At A Glance, p. 2
- How the Program Works, p. 2
- DTCC NewsBriefs site updates, p. 3
- Who's Who at the APhA Foundation, p. 4



## Northwest Georgia: Community united for improved health

*Joe Mengoni, VP of Professional Education, Georgia Pharmacy Foundation (left), and Charles Maret, RPh (right), demonstrate a patient consultation at the Dalton, Georgia pharmacy where Maret meets with patients as part of the Diabetes Ten City Challenge.*

Enthusiastic leadership from a local non-profit organization was the catalyst for four Northwest Georgia employers to join the DTCC in January 2006. Now that people are starting to see results, it's clear this is only the beginning.

"Our board identified diabetes as a particular issue for our community and wanted to put together a program that all our employers could participate in," said Nancy Kennedy, executive director of the Northwest Georgia Healthcare Partnership. The non-profit collaborative of business, government, educators and health care providers based in Dalton, Ga. was created 14 years ago to address needs in the area known as the "Carpet Capital of the World." When they learned about the DTCC, the group quickly signed four

employers for a one-year pilot.

The City of Dalton, Dalton Utilities, Hamilton Health Care System and Whitfield County are participating with a total of 5,600 employees and dependents eligible for the DTCC. The local pharmacist network, organized and trained by the Atlanta-based Georgia Pharmacy Foundation, includes 15 independent and community pharmacists.

## Pharmacists, patients pass the word

Northwest Georgia Pharmacy Network Coordinator Joe Mengoni, PharmD, CDM, helps recruit patients to the DTCC when he's not training pharmacists or scheduling patient consultations. In his congenial manner, Mengoni, who is

passionate about the program, explains what it offers to participants.

“I tell people that it’s all about empowering them to take care of their diabetes,” Mengoni said. “With education and monitoring, people can understand that diabetes is not a death sentence but something they have to manage to live a better life. Plus, we remove any financial barrier by waiving the co-pays for diabetes medications.”

More than 130 participants currently enrolled in Northwest Georgia began meeting with pharmacists in March to assess their conditions and track key diabetes indicators such as blood glucose and cholesterol tests, blood pressure, foot exams and eye exams.

“Everyone I have talked with who is involved in the program has been pleased with their results,” said Patricia Parker, RN with Dalton Utilities, whose personal encouragement helped recruit employees to the program. “They tell me they have learned more about diabetes than ever before.”

Patients often tell colleagues of their DTCC experience and attract more participants. Hamilton Health Care System currently has 76 patients enrolled, with monthly increases of two to three people due in part to this word-of-mouth support of the program.

## Face-to-face relationship

Clinical Social Worker Chandra Fears, a Hamilton employee, has found the pro-

gram very beneficial in just four meetings with her pharmacist “coach.”

“The program is a good support to help you stay on track, and an excellent resource for information,” Fears said. “Having an hour set aside allows me to sit down, focus and ask questions without feeling rushed.”

Though she has lived with diabetes for more than 10 years, Fears has learned a few things from the DTCC experience. “I take three different medications, and the pharmacist explained what each one does in my body,” she said. “I also learned that my medications might not have been working right because of how I was taking them. I probably wouldn’t have asked my doctor about that.”

## Diabetes management a common challenge

Fears is not alone in needing to better control her condition. Hamilton Director of Human Resources Jason Hopkins found many patients could do a better job managing their diabetes. To get their attention, the health care system launched an aggressive communication campaign about the DTCC to its 1,800 employees.

The focal point: a disease management fair and health screening for all Hamilton employees, where people could enjoy free healthy refreshments, learn about the DTCC and enroll on the spot. The event was promoted heavily through mass e-mails, employee newsletters, bulletin board postings, staff meeting announcements and the company intranet.

“A kick-off meeting is a great time to capture those individuals who have diabetes *and* those who don’t know they have the condition,” Hopkins said. “One of the biggest victories was finding people who didn’t have a clue they had diabetes.” More than 300 people attended the event and 35 people enrolled in the DTCC while there.

## Community partnership

One reason Hamilton chose to participate in the DTCC, Hopkins said, was the opportunity to share some of their resources with the community. DTCC participants have access to Hamilton’s Diabetes Treatment Center and are eligible for discounted memberships to the system’s wellness facility. It’s all a matter of partnership.

“For us, it’s a one-stop shop; we have all

## HOW THE PROGRAM WORKS

**APhA Foundation** contracts with employers to implement its Patient Self-Management Program,<sup>SM</sup> which includes program guidelines, templates and software used in the DTCC. The Foundation also provides staff support and assists with identifying a local network of pharmacist providers to establish the program in the selected community.

**Employers** offer a voluntary employee benefit with incentives to encourage success (typically waiving participants’ co-payments for diabetes medications and supplies) and compensate pharmacists for the care provided.

**Participants** meet regularly with a specially trained pharmacist “coach,” learn how to self-manage their diabetes and track key indicators with medical tests, foot exams and eye exams.

**Pharmacists** are specially trained and use the web-based Patient Self-Management Program to educate patients and record their clinical progress on key diabetes quality-of-care indicators.

**Collaborative care teams** including pharmacists, diabetes educators and physicians communicate regularly to optimize care.

**Success is measured** by evaluating:

- improvement in A1C concentrations (blood sugar control)
- increased patient satisfaction with pharmacy and diabetes care services
- decreased costs of medical care.

the pieces here,” Hopkins said. “We wanted to provide some of these benefits to others and create a seamless relationship between the hospital and the area’s participating employers.”

With the critical mass of employers and relationships now established, the DTCC is poised to expand in the community, as the Northwest Georgia Healthcare Partnership had envisioned.

“Now that we have the network in place, smaller companies can jump on and take advantage of it,” Kennedy said.

## NORTHWEST GEORGIA AT A GLANCE

### Leading the effort:

NW Georgia Healthcare Partnership

### Participating Employers:

- City of Dalton
- Dalton Utilities
- Hamilton Health Care System
- Whitfield County

### Pharmacy Network:

- 15 pharmacists certified in diabetes education
- Coordinated by Georgia Pharmacy Foundation

# NEWS BRIEFS



## Charleston, South Carolina Area

After a kick-off news conference in April, the Charleston area already has over 200 participants enrolled. Twenty-five pharmacists trained by the South Carolina Pharmacy Association began seeing patients at the end of July. Piggly Wiggly Carolina Co., Inc. is participating in two ways – offering the program to employees and providing pharmacist services at its supermarkets. Other employer participants are Charleston Water System, the City of Charleston, Roper St. Francis Healthcare and the Town of Mt. Pleasant. A total of 10,000 insured individuals have access to the DTCC in Charleston.

## Colorado Springs, Colorado

The most recent addition to the DTCC, the City of Colorado Springs began DTCC enrollment activities in September 2006. The city has approximately 190 employees and dependents eligible for the program. Pharmacist training has been completed and coordination is being handled by pharmacist Tammy Lopez of Maxor, the pharmacy service used by the city.

## Honolulu, Hawaii

Consistent marketing by the Hawaii Business Health Council and five participating employers is attracting enrollment as well as local attention for the DTCC in Honolulu. More than 60 patients have enrolled from Finance Factors, Ltd., Outrigger Hotels & Resorts, Punahou School, Servco Pacific Inc. and Times

Supermarkets, with Times enrolling 60 percent of their target diabetes patients so far. In-store pharmacists are coaching patients at the 12 Times Supermarkets on Oahu. With 50 trained providers and the structure in place, the program is expected to expand to more employers and pharmacies in the coming months.

## Los Angeles, California

The University of Southern California (USC) School of Pharmacy started its recruitment campaign in late spring and projects full enrollment of approximately 125 employees by February 2007. Once enrolled, participants begin a structured program of regular coaching sessions with residency-trained USC pharmacists available at two university-owned pharmacies, one on each USC campus. The School of Pharmacy works closely with USC Health Plans to promote the program through health fairs, screening events and communications to eligible employees.

## Milwaukee, Wisconsin

The City of Milwaukee is aggressively promoting DTCC enrollment to its 9,000 eligible employees and retirees, with outreach at various events and a community presentation by a physician, pharmacist and certified diabetes educator. Program coordinator Julie Whipple, PharmD, of Use Your Medications Wisely, LLC, is contacting potential participants, union officers and retirees to encourage participation. A free diabetes educational series is available to all DTCC patients and the city has approved a \$100 insurance

premium credit for the first 100 people who successfully complete six months of the program. Twenty pharmacists have been trained and more than 30 participants have already enrolled.

## Pittsburgh, Pennsylvania

With 10 companies and more than 160 enrollees on board so far, the Pittsburgh Business Group on Health (PBGH) is expanding on a strategy that has worked well for one company – holding educational meetings with diabetes screenings. PBGH plans to host events at five sites around Pittsburgh this fall to attract participants with screenings and educational opportunities. They also are developing a model education/engagement program for participating member companies and their eligible employees. Seventy pharmacists have completed training to serve initiation and expansion for the Pittsburgh employers. The PBGH Pharmacist Network is being coordinated by Pharmicare, with education support from the Duquesne University School of Pharmacy.

## Tampa Bay, Florida

Enrollment is growing as word spreads about the DTCC at Manatee County and the Pinellas County Sheriff's Office, Tampa Bay's participating employers. Manatee County Government has more than 80 participants signed on, supported by one-on-one meetings with Diabetes Nurse Alice Gregory, who explains the program and enrolls employees. Seven pharmacists in the county's network are coaching patients. Pinellas County Sheriff's Office employees who joined after pharmacist presentations in June are now rallying co-workers with stories of the program's benefits. In cooperation with the Florida Pharmacy Association, which has trained 11 pharmacists for the program, more than 70 participants from the Sheriff's Office now are enrolled in the DTCC.

## FACTS & STATS

**\$132 billion:** medical care and lost wages associated with diabetes

**\$91.8 billion:** medical care costs associated with diabetes

**More than 50%:** people in the U.S. with diabetes who are not achieving control of the disease

(Source: American Diabetes Association, [www.diabetes.org](http://www.diabetes.org))

# WHO'S WHO *at the APhA Foundation*



**William M. Ellis, MS**, executive director/CEO, oversees all activities of the APhA Foundation, a 501(c)(3) charitable organization that seeks to improve the quality of consumer health

outcomes that are affected by pharmacy. The Foundation's work includes educational programs, grants and awards, consulting services, and research initiatives such as the DTCC. Bill has a BS in Pharmacy from the Philadelphia College of Pharmacy and Science, and a MS in Health Education from St. Joseph's University.



**Benjamin Bluml, RPh**, vice president for research, handles data and analysis for the DTCC. He brings 10+ years' experience designing and directing practice-based research and collaborative

care programs. Ben has a BS in pharmacy from the University of Missouri at Kansas City.



**Toni Fera, PharmD**, is director of patient self-management programs. In this role, she executes self-management programs working with pharmacists and employers to establish and support their

workplace programs. Toni has BS and PharmD degrees from Duquesne University School of Pharmacy and more than 20 years experience in health care administration.



**Daniel G. Garrett, MS, FASHP**, senior director of medication adherence programs, leads the Foundation's consulting services. Dan spent five years in Asheville, N.C. helping develop and

implement the original Asheville Project, where he was the pharmacy director for Mission Hospitals and also executive director of the North Carolina Association of Pharmacists. Dan has a BS in pharmacy from Ferris State University and a MS in Administration from Central Michigan University.



**John Miall**, president, Miall Consulting, Asheville, N.C., is a consultant to the APhA Foundation and one of the visionaries behind the Asheville Project. As director of risk management for the

City of Asheville until 2005, John saw significant patient and financial results from the Asheville Project. A graduate of Montreat-Anderson College and the University of North Carolina at Asheville, John is nationally recognized as a speaker on risk management and health care innovation.



**Cynthia Schaller, MBA**, director of operations, works with employers and pharmacy network coordinators to implement the patient self-management program. She also manages the business

operations and communication, and oversees administration of core programs for the Foundation. Cindy has a MBA in non-profit management from George Washington University.



## **APhA Foundation**

1100 15th Street, NW, Suite 400

Washington, DC 20005-1707

Telephone: (202) 429-7565

Email: [info@aphafoundation.org](mailto:info@aphafoundation.org)

[www.aphafoundation.org](http://www.aphafoundation.org)