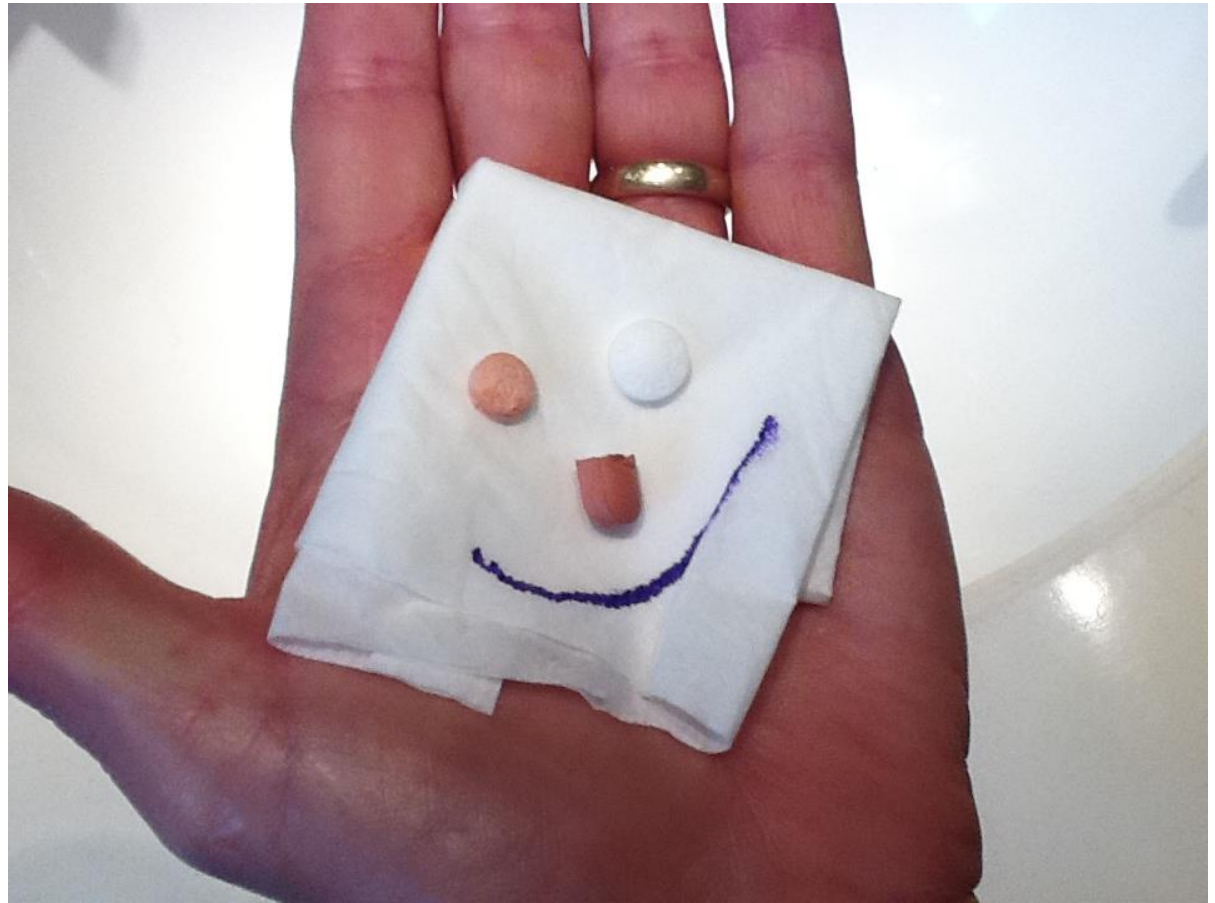


# A Story About Treatment and Values

- 3 Drugs for CV prevention: ACE, ASA, and Statin
- Success within an integrated delivery system
- Success with an underserved population



# “Non-compliance/non-adherence” = misaligned value

“...you need to take these meds and here’s why – they decrease your risk for CVD by 70%...patients understand these aren’t random meds and are probably some of the most important ones they could take...”

Community clinic team member

- Diabetes Population = Total 1,974
- 64% Hispanic, 90% < Poverty, 52% Uninsured, 38% Medicaid or Medicare
- 480 qualifying patients in target population (type 2 diabetes, 55-80 years old, uninsured or on Medicaid)
- 383 patients with A-L-L prescriptions

# Value propositions are cultural

- \*Medications (supplements?) to keep your heart healthy
- \*Medications are safe, cheap (free), and effective
- \*You only need to remember to take 3 meds a day
- \*Your loved ones with diabetes should be on these meds



Regional Health Education  
Woodhull, California

## TAKE WHAT YOU NEED

TO HELP PREVENT A HEART ATTACK AND STROKE

**If you have:**

- Diabetes
- Heart Disease
- Peripheral Arterial Disease
- Chronic Kidney Disease
- Stroke
- Abdominal Aortic Aneurysm

**You can reduce your chances of having a heart attack or stroke by:**

- Taking some or all of these preventive medications:
  1. Aspirin
  2. Statin
  3. ACE Inhibitor
  4. Beta Blocker
- And making healthy lifestyle choices

Ask your health care team if these medications are right for you

**KAISER PERMANENTE** 

**PHASE**  
PHARMACY HEALTH EDUCATION AND COMMUNITY ENGAGEMENT

**thrive**

# Communication : individual and community interactions

- Promote “consumer” demand
- Establish expectations for treatment and care
- Work with community organizations to help disseminate and modify the message
- Demystify the problem (have a conversation)
- Set the standard for expectation (par for the course)
- Encourage loved ones to take charge of their health
- Emphasize prevention over screening or treatment (stress safety)
- Normalize the discussion (talk about your experience)