**Social Media Posts**

**The GTMRx Blueprint for Change**

Once the GTMRx Blueprint for Change officially launches on July 22, please use any of the below social media posts to share and promote this important document to get the conversation going ….and get the medications right.

You can also tag us in the post on Twitter @GTMRxInstitute, LinkedIn @GTMRx Institute or on Facebook @GTMRxInstitute.

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| **Post Options:** |
| The GTMRx Blueprint for Change report includes guidance to engage all involved in patient care: physicians, clinical pharmacists, health plan sponsors, providers, consumer groups & policymakers.  To learn more about the benefits and value of CMM, download the report here: https://bit.ly/32Ib78T |
| 75% of physician & hospital outpatient visits involve medication therapy.  The Blueprint for Change outlines steps to reform, including a scientific, evidence-based, personalized decision-making process for medication management that reduces misuse and costs. Download here: https://bit.ly/32Ib78T |
| Non-optimized medication use leads to 275,000 deaths a year.  The Blueprint for Change outlines steps to reform, including a scientific, evidence-based, personalized decision-making process for medication management that reduces misuse and costs. Download here: https://bit.ly/32Ib78T |
| With #COVID19, preventative medicine has taken center stage & with it an important debate around the need for #CMM, a team-based process with the patient & a clinical pharmacist working with the physician.  To learn more, download the GTMRx Blueprint for Change here: https://bit.ly/32Ib78T |
| As the population ages & polypharmacy increases, risks for patients are notable:  -4/10 adults have 2+ chronic diseases  -Older patients, discharged to skilled nursing facilities, are on about 14 medications  Our Blueprint for Change outlines steps to medication management reform. Download here: https://bit.ly/32Ib78T |
| 80% of the way we treat & prevent illness is with medications. Getting the best health outcomes for the lowest cost requires a new approach for managing meds: #comprehensivemedicationmanagment.  For more about the benefits & value of CMM, read our Blueprint for Change here: https://bit.ly/32Ib78T |
| Want to avoid unnecessary hospital admissions, ER visits & additional medical services that result from today’s medication misadventures? #CMM is proven to improve outcomes & reduce costs.  For more on its benefits & value, download the GTMRx Blueprint for Change here: https://bit.ly/32Ib78T |
| Patients should benefit from (not be harmed by) the 10,000+ meds available. We can save lives, reduce waste, curtail physician burnout & lower costs by #gettingthemedsright, the first time with #CMM.  To learn more, download the GTMRx Blueprint for Change here: https://bit.ly/32Ib78T |
| $528B wasted & 275,000 lives lost per year from non-optimized medication use.  GTMRx released a Blueprint for Change offering guidance in how we practice, pay, use diagnostics & integrate tech as part of its campaign for medication management reform. Read the report here: https://bit.ly/32Ib78T |
| 30% of adults in the US take 5+ Rx drugs. With 10,000+ meds on the market, medication is the most common intervention, & the potential for help AND harm is enormous.  The Blueprint for Change outlines steps to medication management reform to reduce misuse & costs. Download: https://bit.ly/32Ib78T |
| Nearly 54% of physicians have substantial symptoms of burnout. But did you know embedding a medication expert into the primary care team reduces burnout?  The Blueprint for Change outlines steps to medication management reform. To learn more, download here: https://bit.ly/32Ib78T |
| When pharmacists are in care teams, physicians can spend more time on diagnostics & treatment selection, enabling them to be more efficient, visit with more patients, & spend more time providing care.  To learn more, download the GTMRx Blueprint for Change here: https://bit.ly/32Ib78T |
| With risk stratification tools as part of medication management reform, data can be used to identify patients who have not reached clinical goals of therapy.  Read more in the report. Download here: https://bit.ly/32Ib78T |
| "The health care industry is fighting multiple health crises right now... Now is the time to overhaul the process with a person-centered, team-based care approach.” -Katherine Capps  For more about the benefits & value of CMM, download the GTMRx Blueprint for Change here: https://bit.ly/32Ib78T |