

# GTMRx National Resource Center

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## BREAKDOWN OF RESOURCES PRODUCED

(Resources with links are complete, resources without links are in process)

**BLUEPRINT FOR CHANGE (1)**- Foundational roadmap to engage those who pay, provide and receive care that share a commitment to optimizing medications.

- [Blueprint for Change and Executive Summary](#).

**PUBLISHED LITERATURE (7)**- Evidence on the proven impact of CMM through published literature, featured in *American Journal of Medicine*, *American Health & Drug Benefits*, *JACCP*, *Journal of Precision Medicine*, and more.

- CMM Research Gap Areas: A call to Action for Clinical Pharmacy Researchers ([link](#)).
- Improving Patient Outcomes - Integration of PGx into CMM Care Models ([link](#)).
- Medication Optimization: Integration of CMM into Practice ([link](#)).
- Assessing the Impact of CMM on Achievement of the Quadruple Aim Review ([link](#)).
- Commentary on a Precision Medicine Program: Humanistic Outcomes are Key ([link](#)).
- Legal and Liability Implications of PGx for Physicians and Pharmacists ([link](#)).
- Overview and Recommendations for Quality Measures - CMM

**EVIDENCE DOCUMENTS (3)**- Summarized evidence on the value of CMM (reduced costs, improved provider work life, and improved patient access to care, outcomes and satisfaction).

- CMM Evidence Document ([link](#))
- PGx+CMM Evidence Document ([link](#))
- Telehealth via CMM Evidence Document

**USE CASES (20)**- Expert practices from a variety of settings that have implemented successful programs designed to optimize medication use. See our [Use Cases](#) from various settings including: ACO, FQHC, health plan/managed care, VA, integrated health system, group practice, free clinic, etc.

**POLICY LETTERS (6)**- Policy positions and recommendation letters aimed to advocate the acceptance/recognition of CMM. See our [Advocacy Letters](#) and [Policy Documents](#) on topics such as:

- Recommendations to the Right Drug Dose Now Act to the Personalized Medicine Caucus
- Payment for medication management through Physician Fee Schedule to CMS
- PGx+CMM Policy Recommendations
- RFI on Pharmacy Benefits to OPM
- Value of implementing CMM to the Biden Transition Team
- Interim final rule regarding coverage for medication management services under Medicare Part B to CMS

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**PGx+CMM (1)**- Gaps/supporting solutions to enable PGx testing within the CMM process of care.

**CASE STUDIES (3)**- Case studies on the utilization of PGx testing within CMM service delivery in a Medicare, dual-eligible, and commercial population (e.g., cost savings/utility).

- Cost-Effectiveness of Multigene PGx Testing in a Medicare Population ([link](#))
- Dual-Eligible Population, and a Commercial Population

**PAYMENT AND VALUE FRAMEWORKS (4)**- Outline of stakeholder values for providing CMM and CMM via telehealth with resources for advancing access to services via value-based payment models.

- Payment Methodologies Value Framework ([link](#))
- Telehealth Value Framework ([link](#))
- Integration of Telehealth within CMM ([link](#))
- Payment Methodology Discussion document

**HEALTH IT SUPPORTING OPTIMIZED MEDICATIONS (4)**- Practice guidance/recommendations for those interested in leveraging HIT to advance CMM in practice.

- HIT to Advance CMM in Practice: 4 Formative Pillars ([link](#))
- HIT to Advance CMM in Practice: Leadership Checklist
- HIT Workflow Diagram
- IT to Support CMM in Practice Requirements-Telehealth Services

**VACCINE CONFIDENCE REPORTS (2)**- National advisory panel ([link](#)) recommendation reports to build vaccine confidence in the health neighborhood.

- Building Vaccine Confidence in the Health Neighborhood – Background Report ([link](#))
- Building Vaccine Confidence in the Health Neighborhood – Final Recommendation Report ([link](#))

**STAKEHOLDER CHANGE KITS (4)**- Toolkits to advance CMM in practice to strengthen the business case for key stakeholders including companion pieces: FAQs, infographics, use cases, action steps, etc.

- Employer Toolkit ([link](#))
- Consumer Toolkit ([link](#))
- Physician Toolkit
- ACO Toolkit

**SURVEYS/REGISTRIES (5)**- Taking the pulse of stakeholders on industry trends.

- Pulse on Pharma I ([link](#))
- Pulse on Pharma II ([link](#))
- Employer Survey ([link](#))
- National Registry of CMM Practices<sup>©</sup> Survey ([link](#))
- Consumer Survey ([link](#))

**INFOGRAPHICS (9)**- Visual representations for stakeholders (proof points, CMM standardized definition) and 10 steps to achieve CMM.

- CMM Infographic for Physicians ([link](#)); Patients ([link](#)); Employers ([link](#)); ACOs
- Foundational: 10 Steps to Achieve CMM ([link](#)); \$528 Billion Opportunity ([link](#)); 10 Reasons to Join GTMRx ([link](#)); GTMRx Belief Statements ([link](#)); Proof Points ([link](#))

**ISSUE BRIEFS (15)**- National thought leaders from our webinars speak to key topic areas in plain language within a concise format. See our [Issue Briefs](#).

**PODCASTS (15)**- 15-30 minute podcast series that features leaders sharing their viewpoint on the movement to get the medications right. See our [Voices of Change Podcasts](#). Close to **10K plays**.

**BLOGS (17)**- National thought leaders summarizing their expertise on key topics areas. See our [Blogs](#).

**WEBINARS (22)**- Live presentations with Q&A from experts covering targeted and specific learning outcomes. See our [Webinars](#).

**NEWSBRIEFS (155+)**- Relevant news and information on practice transformation, evidence, innovation and policy solutions along with GTMRx updates sent weekly to 30,000+ people. See our [Newsbriefs](#).

**WEBSITE AND EARNED MEDIA** - The multi-channel marketing and communications strategy for GTMRx incorporates email and social media efforts to drive website traffic and engagement. For 2021, the overall repeat multi-stakeholder subscribers across channels over 32,500+ people.

Website visits in 2021:

- 222,749 pageviews
- 55,848 users
- 55,470 new users

Earned media in 2021:

- 3,544,889 impressions
- 26 story placements
- 17 GTMRx generated blogs (30K+ distribution)