



## BREAKDOWN OF RESOURCES PRODUCED

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

**BLUEPRINT FOR CHANGE (4)** - Foundational roadmap to engage those who pay, provide and receive care that share a commitment to optimizing medications.

- [Blueprint for Change](#) and [Executive Summary](#)
- Discussion Document on Optimizing Medication Use Through Comprehensive Medication Management (CMM) in Practice ([link](#))
- CMM Explainer Video ([link](#))

**PUBLISHED LITERATURE (8)** - Evidence on the proven impact of CMM through published literature, featured in *Health Affairs*, *Forefront*, *American Journal of Medicine*, *American Health & Drug Benefits*, *JACCP*, *Journal of Precision Medicine*, and more

- Comprehensive Medication Management: A Missing Ingredient In Value-Based Payment Models ([link](#))
- 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** (15) – Policy positions and recommendation letters aimed to advocate the acceptance/recognition of CMM. See our [Advocacy Letters and Policy Documents](#) on topics such as:

- Recommendation Letter to the Centers for Medicare and Medicaid Services on the Medicare Advantage program
- Recommendations to the Office of the Assistant Secretary of Health (OASH) on the HHS Initiative to Strengthen Primary Health Care
- Recommendations to the Health Care Payment Learning & Action Network (HCPLAN)
- Sign On Letter of Support to the Personalized Medicine Caucus Recommendations to the Right Drug Dose Now Act to the Personalized Medicine Caucus
- 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

#### **ACO VALUE-BASED REPORT** (1)

- Optimizing Medication Use for Accountable Care Success ([link](#))

**PGx+CMM** (1) – Gaps/supporting solutions to enable PGx testing within the CMM process

**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). 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](#))

**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 (5)** – 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](#))
- Building Vaccine Confidence in the Health Neighborhood Resources ([link](#))
- Physician Toolkit
- ACO [Toolkit](#)

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

- Pulse on Pharma I ([link](#))
- Employer Survey ([link](#))
- Consumer Survey ([link](#))
- Pulse on Pharma II ([link](#))
- National Registry of CMM Practices<sup>®</sup> 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 ([link](#))
- 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 (20)** – 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 (58)** – National thought leaders summarizing their expertise on key topics areas. See our [Blogs](#).

**WEBINARS (24)** – Live presentations with Q&A from experts covering targeted and specific learning outcomes. See our [Webinars](#).

**NEWSBRIEFS (180+)** – 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](#).

**OTHER IMPORTANT RESOURCES (3)** –

- Watanabe/Hirsch article re: \$528B ([link](#))
- Patient Care Process for Delivering CMM - ACCP paper ([link](#))
- Tools From Our Experts ([link](#))

**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)

