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FOR IMMEDIATE RELEASE

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NCPIE Awarded FDA Grant to Implement Medication Risk and Drug Safety Communications Research Agenda & Educational Initiative

Enhancing Medicine Safety and Risk Communications to Consumers and Healthcare Professionals: A Multi-Stakeholder Action Plan

Rockville, MD (August 1, 2013) - The National Council on Patient Information and Education (NCPIE) has been awarded a grant by the Food and Drug Administration (FDA) Center for Drug Evaluation and Research's Office of Communications for a consumer research and education initiative – representing a milestone in NCPIE's 30-year history, and turning the page on its next chapter of enhancing medicine communication

NCPIE will formulate a consumer and healthcare professional research agenda on medication risk and drug safety communication and develop, implement, and assess a national educational program addressing medication risk reduction to promote safe and appropriate medicine use. To accomplish this, NCPIE will draw on its historic reserve of existing medication risk communications research, as well as from a forthcoming national survey by NCPIE of consumers' and healthcare providers' knowledge, attitudes and practices regarding medication risk communications.

“NCPIE has been a policy trendsetter in the fields of patient safety and patient-centered care long before those terms entered our health care lexicon,” noted N. Lee Rucker, M.S.P.H., NCPIE's Chair. “Through this FDA grant, NCPIE will expertly retool its decades-long inventory of expertise in patient-clinician benefit-risk communication, medication adherence, and appropriate use to strategically build this new research agenda and campaign,” Rucker explained. Rucker serves as Senior Strategic Policy Advisor with the AARP Public Policy Institute.

“When NCPIE began, medication-related problems were poorly tracked and rarely discussed between patients, caregivers and healthcare providers,” said Wm. Ray Bullman, M.A.M., Executive Vice President of NCPIE. Today, medication nonadherence is much better understood, with cost estimates for it and suboptimal prescribing, drug administration, and diagnosis resulting in as much as \$290 billion per year in avoidable medical spending or 13 percent of total health care expenditures, as reported by NEHI.

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Previous NCPIE medication education campaigns include: Medication Use Safety Training for Seniors; National Brown Bag Medicine Review Program; National “Talk About Prescriptions” Month; BeMedWise – Promoting Safe Use of OTC Medicines, and multiple, audience-specific programs addressing prescription drug abuse prevention and the safe use of acetaminophen.

The research initiative will be conducted in collaboration with the Johns Hopkins Center for Drug Safety and Effectiveness, (CDSE), a new center jointly supported by the Bloomberg School of Public Health and Johns Hopkins Medicine. "This is an important undertaking given the important role that consumer education and empowerment can play in improving safe medication use", said G. Caleb Alexander, MD, MS, Associate Professor of Epidemiology and Medicine and a co-Director of the Center." CDSE will also conduct rigorous statistical analyses of the survey findings.

On behalf of NCPIE, Ipsos Healthcare’s Evidence Generation, Value and Access Center of Excellence will conduct consumer and healthcare professional surveys, reaching out to 2,000 consumers of age 18 years and older and 800 healthcare providers, representing pharmacists in community-based retail settings, and prescribers, including primary care physicians, nurse practitioners, and physician assistants.

Following completion of the dual surveys, NCPIE will convene a multi-stakeholder project advisory team to provide expert guidance and input into the formulation, implementation planning and assessment of communications strategies, pathways/channels and educational messaging and programs for communicating essential medication safety and risk information to key target audiences – including consumers and healthcare professionals.

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About the National Council on Patient Information (NCPIE)

Organized in 1982, The National Council on Patient Information (NCPIE) is a non-profit coalition of diverse organizations committed to stimulating and improving communication between consumers and healthcare professionals about the safe and appropriate use of medicines. NCPIE works to address critical medicine safe use issues like adherence improvement, prescription drug abuse prevention, reduction of medication errors, and quality improvements in healthcare provider-patient communication. For more information, visit www.talkaboutrx.org.

About the Center for Drug Safety and Effectiveness, Bloomberg School of Public Health, Johns Hopkins University

The goal of the Center for Drug Safety and Effectiveness is to improve the safe and effective use of medications. Drawing on the combined expertise of the Johns Hopkins Bloomberg School of Public Health and the Johns Hopkins School of Medicine, the Center serves as a nexus for individuals at Johns Hopkins who are involved in research, education, clinical programs and public service to improve prescription drug use and pharmaceutical policy. For more information, visit www.jhsph.edu/research/centers-and-institutes/center-for-drug-safety-and-effectiveness/.

About Evidence Generation, Value and Access Center of Excellence, Ipsos Healthcare

Ipsos Healthcare’s Evidence Generation, Value and Access Center of Excellence focuses on providing insights into payer, physician and patient needs and market barriers and, accordingly, generates or demonstrates clinical, economic and humanistic value propositions of products and services for optimal access across the market segments and therapy areas. The center employs traditional secondary research, retrospective and prospective observational cohort studies, cross-sectional surveys, and quantitative/qualitative research in the market access arena, leveraging its

access to patients, physicians and payer stakeholders in over 40 countries where Ipsos Healthcare teams operate.

About the U.S. Food and Drug Administration (FDA)

The FDA, an agency within the U.S. Department of Health and Human Services, protects the public health by assuring the safety, effectiveness, and security of human and veterinary drugs, vaccines and other biological products for human use, and medical devices. The agency also is responsible for the safety and security of our nation's food supply, cosmetics, dietary supplements, products that give off electronic radiation, and for regulating tobacco products.