

TRANSCRIPT OF MEDIA- OSF pilot uses automated outreach to help people stay on track with medications

Nicole Swenson, director pharmacy digital care, OSF HealthCare

Swenson says for anyone newly prescribed a medication; side effects can become an unexpected obstacle.

"Probably more likely they stop taking it altogether, especially for conditions like high blood pressure, because the patient may not feel that high blood pressure. So, it may not seem really important to take that medication, especially if they're having a side effect," says Swenson. (:21)

The technology is intended to offer a one-touch support, making it easier to connect people to the right resources according to Nicole Swenson.

"We're looking at how we can reach out via text, which we haven't done in the past, to provide those refill reminders and then also offer visits and see if the visits really do have a positive influence on the medication refills so that we can improve adherence for the patient and know what barriers they're experiencing." (:24)

Jason Scheid, , director of pharmacy services, OSF HealthCare,

Scheid says this can be a more effective approach than traditional outreach because it targets the right people and text is better because many people don't like answering calls from an unknown phone number.

"Using some of these agentic type tools for advanced outreach efforts through automation, text response, scheduling we're able to capture a much larger audience and then make sure we're getting to those patients that need help the most," Scheid explains. (:17)

Scheid points out that through the pilot, they're learning about a variety of barriers to medication adherence.

"Access to a pharmacy, transportation to get to a pharmacy, just the complicated regimens people are on with multiple medications and multiple frequencies and times of day they're taking the medications so there's a combination of things going on that make it a challenging situation for patients." (:18)