DEVELOPMENT OF WEB-BASED TRAINING FOR THE
PHARMACIST ASTHMA ENCOUNTER MANAGEMENT
APPLICATION

Alaina M. O. Bratt RN, MPH; Benjamin Francisco PNP, PhD, AE-C; George L.
Oestreich, Pharm.D., MPA; Kathryn Blake, PharmD, BCPS, FCCP; Asthma
Ready® Communities - University of Missouri Health Care, Columbia, Missouri

Background: Asthma Ready® Communities (ARC) in partnership with the Association
of Asthma Educators (AAE), national and state experts and Missouri schools of
pharmacy collaborated to produce training for the Pharmacist Asthma Encounter
Management Application (EMA). The 75 minute web-based training program prepares
pharmacists to provide Expert Panel Report 3 (EPR3) - compliant, standardized education
for asthma medication related problems (MRP) identified through automated claims
analysis.

Audience: Initially, the program is being delivered at no cost to 400 pharmacists in
selected Missouri counties to support the Early Childhood Asthma Initiative. Ultimately,
the program will be disseminated by the Missouri Pharmacy Association to
approximately 9,000 pharmacists in the state of Missouri.

Methods: The web-based training was developed by a statewide, expert panel to promote
awareness of EPR3 guidelines and enhance medication therapy management (MTM).
Training was designed to support Missouri Medicaid’s initiative to reimburse pharmacists
for MTM (CPT code 99605). A logic engine (produced by Xerox™) searches for 17
MRP by analyzing Medicaid payments for medications, acute care visits and procedures.
Pharmacists are notified of an MRP at the time of dispensing a medication. Pharmacists
can then accept or reject a formal MTM opportunity. If accepting the opportunity a
pharmacist performs a standardized, problem-specific assessment, provides instruction
and counseling by protocol, documents the completed encounter within 90 days and bills
the service. The pharmacist may also choose to deliver informal messages without
requesting reimbursement. Fifty expert video clips from “Advanced Pharmacology for
Asthma Control” (AAE, 2009) are included for quick reference to inhalation devices,
medications and EPR3 guidelines.

Conclusion: EMA is an innovative, claims-driven program that facilitates pharmacists’
role in addressing asthma medication related problems for a disparate population. This
training program promotes effective use of the EMA.