

Dissemination of an Informational Video to Reduce Out-of-Pocket Spending for Prescription Medications

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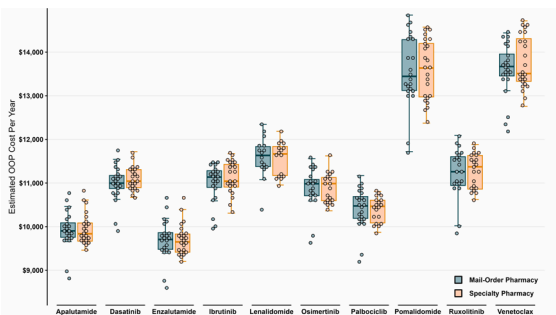
Background

- Medicare Part D plans can vary by thousands of dollars in out-of-pocket costs for patients prescribed anticancer medications.
- Patients can easily compare plans online and select the most affordable plan each year, but less than 1 in 3 patient report comparing costs.
- We produced and dissemination an information video to increase awareness about the online Part D Plan Finder.

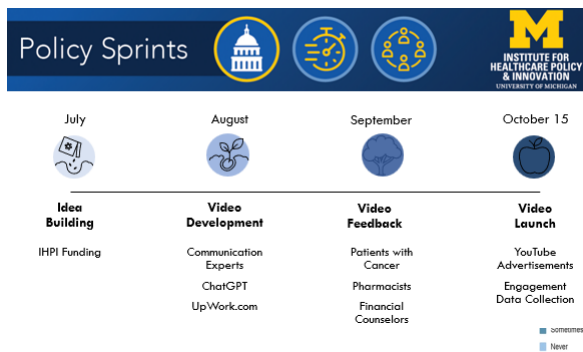
Figure 1: Part D Plan availability across the United States.



Figure 2: Out-of-Pocket Costs for Anticancer Drugs Vary by Part D Plans.

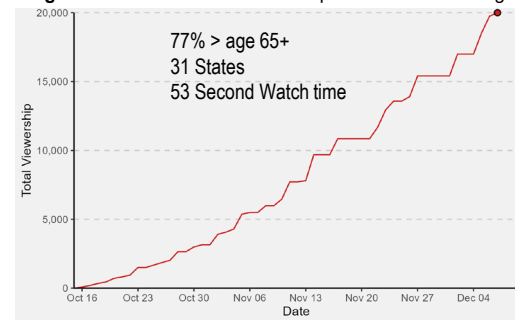


Methods

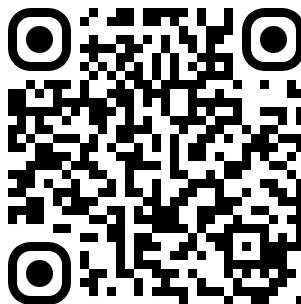


Results

Figure 3: Total YouTube Viewership of Part D Plan Navigator



Watch Our Video!



Conclusions

1. Understanding Optimal Dissemination Strategies is Key for Advocacy.
2. Search Engine Optimization Can Improve Viewership.
3. Teamwork and Collaboration are Prerequisites for Effective Advocacy!