



Contact: Nataleigh Cromwell
Health2 Resources
(703) 394-5395

ncromwell@health2resources.com

Health2 Resources wins a second Gold from 2017 Hermes Creative Awards *H2R honored for comprehensive medication management campaign*

Vienna, Va., May 22, 2017 – Health2 Resources took home its second Gold in the Hermes Creative Awards 2017 competition. The Washington, DC-area specialty communications firm’s research and comprehensive communication campaign, *Expert practices in the real world: Community pharmacy and patient-centered comprehensive medication management (CMM)* was funded by the Community Pharmacy Foundation.



Health2 Resources leveraged the expertise of its medical advisor, Terry McInnis, MD, MPH, FACOEM, president of Blue Thorn Inc. as principal investigator for the project. Primary research included development and use of the MI-AMMP McInnis Index for Advanced Medication Practice™ to assess how clinical pharmacists, in a variety of community and ambulatory care settings, use CMM to make an impact on patients and practices. More than 900 pharmacists offered data to the research effort. To disseminate the important role of pharmacists as medication experts, the project included research briefs, blogs, a webinar and the report, *Get the medications right: a nationwide snapshot of expert practices--Comprehensive medication management in ambulatory/community pharmacy.*¹ The content continues to be referenced by health plans, pharmacists and other medical professionals, thought leaders and policy analysts.

The report and other materials are available for download at www.health2resources.com/comprehensive_medication_management.html.

Through the effective and appropriate use of medications, CMM seeks to optimize patient outcomes by focusing on the patient and the goals of therapy. It encompasses all medications and all disease states, so pharmacists, through collaborative practice, can add, modify and change medications to resolve drug therapy problems for all conditions.

“With medications representing 85 percent of the means by which we prevent and control disease, getting the medications right should be our number one priority—period,” McInnis says. “I am thrilled for my friends at Health2 Resources, who share this passion for better

¹ McInnis, T. Capps, K. *Get the medications right: a nationwide snapshot of expert practices—Comprehensive medication management in ambulatory/community pharmacy.* Health2 Resources, May 2016

care and have the expertise and experience to manage and produce projects of such high quality and impact. "

"This award speaks to the power of collaboration," says Katherine Herring Capps, president of Health2 Resources. "Working with Terry—a national expert on the topic--was a privilege. Of course, this work would have been impossible without support from the Community Pharmacy Foundation.

"The work we're being honored for is only the beginning," she added. "The case examples in the report show how CMM can—and does—work, but broad adoption and payment reform are needed to change patients' lives."

The [Hermes Creative Awards](#) is an international competition administered by the Association of Marketing and Communication Professionals. Other 2017 Gold winners include AARP and Mathematica Policy Research. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as an industry benchmark.

Health2 Resources also won a Hermes Gold for its development of a website for Colorado-based Monument Health (www.MonumentHealth.net). Additionally, this project earned a silver Aster Award for outstanding excellence in health care advertising, marketing and communications.

About Health2 Resources

Founded in 1998, Health2 Resources is a full-service communications and public relations firm that exclusively serves health care clients throughout the U.S. by offering a full range of research and public relations support. It works closely with local, state and federal policymakers and regulatory agencies to build and improve relationships on behalf of a mix of clients that buy, pay for, provide and evaluate health care. Visit Health2 Resources at www.health2resources.com.

###