



# PROVIDER TOOLKIT

## WHY SHOULD I USE THE TOOLKIT?

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### SET PATIENT GOALS

What are the goals for your practice? Does it involve the health and safety of your patients? If so, the Provider Toolkit emphasizes patient safety by promoting safe medication storage and disposal and providing additional information about prescription opioids and stimulants for at-risk populations.

At K-TRACS, our goal is to promote patient safety, community health and prevention. Everything in the Provider Toolkit helps advance this goal, and we look forward to partnering with you to bring these important messages to more prescription drug consumers across the state of Kansas.

### EXTEND THE CONVERSATION

We encourage you to continue to have important conversations with your patients in person, and the Provider Toolkit contains materials that can supplement those conversations with take-home materials and digital promotions. Together, we can prevent prescription drug misuse, abuse and diversion.

## WHAT MATERIALS SHOULD I USE?

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### CONSIDER AUDIENCE

Who is your target audience? What group of patients, consumers or customers are you trying to reach with your message?

The toolkit provides messaging for general audiences, but also distinguishes targeted messaging for older adults (Baby Boomers, 55+) and teenagers and their parents. These specific materials are labeled as such.

Determine who your target audience is and whether you can offer additional customization based on your community characteristics. Then select the toolkit materials that will achieve your goals.

### CONSIDER PLACEMENT

Where does your target audience spend the most time? Social media? Online shopping? Reading newspapers? Listening to radio? You'll want to consider your audience demographics (age, gender, availability of media, etc.) when figuring out what types of materials to use.

### CONSIDER BUDGET

Do you have a budget to invest in advertising or printing? If so, certain materials from this toolkit will be more useful than others. If not, you'll want to stick to the materials that work best for a no-budget campaign.

## WHAT'S INSIDE?

## HOW WOULD I USE THIS?

### **POCKET GUIDES FOR PRESCRIBERS & PHARMACISTS**

Download, print and laminate these pocket guides. Then carry them with you, post them near your workstation or keep them in other convenient places when you're considering prescribing and dispensing decisions.

### **BROCHURE: OPIOID SAFETY FOR BABY BOOMERS (ENGLISH & SPANISH)**

Download, print and distribute this brochure about prescription opioid safety and safe medication storage and disposal.

### **POSTER: WE CHECK K-TRACS (ENGLISH & SPANISH)**

Download, print and hang these posters to let patients know that you actively use K-TRACS. Posters feature physicians, dentists and pharmacists to coordinate with all types of K-TRACS users.

### **RACK CARD: MEDICATION SAFETY** **RACK CARD: OPIOID SAFETY FOR TEENS AND PARENTS** **RACK CARD: STIMULANT SAFETY FOR TEENS AND PARENTS** **(ENGLISH & SPANISH)**

Download, print and distribute these rack cards to appropriate patients when prescribing opioids, stimulants or any medication to emphasize patient safety.

### **DIGITAL ADS: MEDICATION SAFETY**

Download digital ads in the most popular sizes and work with a media company or other local organizations to do a media buy and place these ads on popular websites with your target audience.

### **PATIENT PORTAL FLYERS: MEDICATION, OPIOID SAFETY (ENGLISH & SPANISH)**

Download these flyers, then upload and publish them to your patient portal for patients to have access to along with their other healthcare information. You could also print these and distribute in your practice.

## **WHAT'S INSIDE?**

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## **HOW WOULD I USE THIS?**

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### **SOCIAL MEDIA CONTENT: MEDICATION SAFETY**

Download pre-written posts and images and decide how they can be incorporated into your current social media strategy. Content available for Facebook and Instagram.

### **WEBSITE BADGE & EMAIL SIGNATURE**

Download an image that can be used in your email signature or be placed in your website footer to let patients and peers know that K-TRACS is an important part of your practice.

### **RADIO PUBLIC SERVICE ANNOUNCEMENTS**

Download scripts and pre-recorded MP3 files that can be used with local radio stations to promote medication safety in your local community.