Exploring Factors Associated with Pharmacists’ Intention to Monitor CMS Star Ratings Measures Utilizing the Theory of Planned Behavior

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Background: The treatment of chronic disease in the United States is at the forefront of initiatives to improve quality of health care. The increase in the number of baby boomers has resulted in higher costs to Medicare. The Center for Medicare and Medicaid Services (CMS) created the star ratings system’s pharmacy measures to improve the value of care through decreased costs and support of chronic disease management and patient safety.

Objectives: To explore community pharmacists’ process, needs, and workflow issues and factors related to intention to monitor CMS star ratings measures.

Methods: Community pharmacists with an active Oklahoma license and one-year of work experience were recruited for Think Aloud Protocols (TAPs) to gather procedures for monitoring CMS star ratings measures. Analysts used a framework consisting of the verbalization theory and a three-step coding scheme to agree on common themes, illuminate differences in findings, and saturation of the data gathered. Also, pharmacists that have and have not monitored CMS star ratings measures were recruited for focus groups. The Theory of Planned Behavior (TPB) was applied to a semi-structured discussion guide. The monitoring
process identified from the TAPs was used to guide scenarios during focus group sessions. Analysis was conducted using a hybrid deductive and inductive qualitative approach rooted in a constant comparative framework.

**Results:** Five TAPs were performed among three independent pharmacy owners, one multi-store owner, and one chain-store administrator. A thematically common 4-step process for monitoring CMS star ratings measures among participants was identified. Other themes were also discovered: needs, workflow issues, and benefits. Four focus group sessions were performed with a total of 26 participants. Themes identified were associated with factor constructs of the TPB. Other themes related to adherence, safety, and intention were also discovered. A questionnaire based on these themes and the application of the TPB was constructed.

**Significance:** Dissemination of the process, needs, and workflow issues associated with monitoring of CMS Star Ratings measures will be beneficial to community pharmacists. Pharmacy training and continuing education programs can be developed. Factors identified for the questionnaire will be essential in measuring pharmacists’ intention to monitor star ratings in future studies.