



advocacy | action | answers on aging

Answers on Aging™ | Pharmacy Benefits

2017 Call for Nominations

Interested in nominating your pharmacy benefits education campaign for an n4a Answers on Aging™ | Pharmacy Benefits Campaign Award?

Your agency's promotional efforts to support the 2017 Pharmacy Benefits Week (PBW) could win the agency up to \$2,000 in n4a's *Answers on Aging™ | Pharmacy Benefits Campaign!*

This is the official guide and includes all campaign rules. Please read through and follow the instructions contained in this guide before submitting your nomination online. A link to the submission form is at the bottom of the guide.

Failure to follow the instructions contained in this guide will disqualify your nomination.

If you have any questions, contact Sarah Casiano at scasiano@n4a.org or 202.872.0888.

What: Pharmacy Benefits Week (January 30 – February 3, 2017) is being promoted as a catalyst for conversations and to raise awareness with older adults about the problem of rising prescription costs and how older adults can save money and achieve better health outcomes by maximizing their pharmacy benefits.

To increase awareness about the campaign, n4a is offering awards to up to three (3) n4a member-agencies for innovative pharmacy benefit-related Medicare education campaigns.

When: Although Pharmacy Benefits Week is Jan. 30 – Feb. 3, 2017, efforts to help older adults learn how to maximize their pharmacy benefits are important throughout these first weeks of the benefit year when older adults are trying to sort through their new prescription drug plan and need your help to guide them through simple steps they can take to maximize their pharmacy benefits. So, all campaign-related activities between January 1 and February 24, 2017 are eligible and should be included in your nomination. The time to promote this issue isn't limited to just Pharmacy Benefits Week!

Deadline: All nominations and supporting materials must be received electronically by n4a no later than Friday, February 24, 2017 @ 5 p.m. (PT)

About the PBW Campaign Awards

The n4a *Answers on Aging*TM | *Pharmacy Benefits Campaign Awards (PBW Campaign Awards)* honor campaigns implemented by n4a member agencies. To participate, your agency must be an n4a member organization in good standing.

The n4a *Answers on Aging*TM | *Pharmacy Benefits Campaign Awards (PBW Campaign Awards)* recognize high-impact, contemporary, effective and replicable campaigns designed to help older adults maximize their pharmacy benefits. The highest-ranking, most cutting-edge campaigns among these winners, as determined by a panel of reviewers (*PBW Awards Review Panel*) representing n4a's Corporate Committee and/or Board of Directors, will receive the grand prize, a \$2,000 one-time award. The PBW Awards Review Panel, in its sole discretion, may also award up to two (2) additional, Quality Awards of \$500 each for deserving submissions. Members of n4a's PBW Awards Review Panel and their agency and affiliates are ineligible to submit a nomination.

All recipients of *Answers on Aging*TM | *Pharmacy Benefits Campaign Awards* receive a certificate of recognition suitable for framing.

Awards will be announced by April 1. A draft news release will be provided for the winning agency to customize for distribution to local media, as we want our winners to receive the local recognition they deserve! Information about awardees, including photos, will also be shared with n4a's *Answers on Aging*TM | *Pharmacy Benefits Campaign* collaborator, Walgreens®.

n4a may also share information about awardees, including photos, in any manner it sees fit, including but not limited to e-blasts, press releases, e-newsletter, website, social media, and as part of its annual best practices publication profiling all of that year's winning campaigns.

Submission of a nomination for your agency is evidence of your agreement with these use and disclosure provisions. You agree that no additional notice or approval is necessary and attest that you have all necessary permissions from your agency, employees, other individuals and clients.

Read on to find out more about how your innovative campaign can be recognized!

Eligibility

Agency Eligibility

Only Area Agencies on Aging (AAAs) and Title VI aging programs that are current n4a member agencies in good standing are eligible to submit nominations and only one nomination from each agency will be considered. Agencies may submit only one nomination. In the event that an eligible agency submits multiple nominations, only the last timely-submitted nomination will be considered.

Campaign Eligibility

To qualify, campaigns must meet **all** of the following criteria:

1. The campaign must be cutting-edge. Additional weight will be given to creative and innovative nominations that reach more people, including through traditional media and social media outreach efforts.
2. It must be a replicable campaign.
3. All campaign activities must take place as part of your agency's Medicare education efforts for the 2017 pharmacy benefits year and prior to the date of your submission. (*A campaign starting after February 24, 2017 is not eligible this year.*)
4. The agency must have a substantial, leading role in the campaign.
5. Agencies are encouraged to work collaboratively on your campaign with your local or regional Walgreens leadership team and to utilize the n4a Answers on Aging™ | Pharmacy Benefits Toolkit (<http://www.n4a.org/answersonaging>). However, while use of the toolkit and collaborating with Walgreens local or regional leadership will improve your submission's scoring, it is not mandatory and your submission will not be disqualified solely because the Agency did not utilize n4a's Toolkit and/or collaborate on the campaign with Walgreens.
6. The campaign should demonstrate its reach and impact in your community on older adults' awareness about the importance of maximizing their pharmacy benefits and ways they can do that. This may take many forms. Examples include (and copies must be submitted for consideration):
 - ✓ verifiable quotes from a client(s) on their cost savings as a result of the campaign;
 - ✓ total number of PBW Campaign events held (be specific about the events and include any materials related to the event);
 - ✓ total number of attendees at PBW Campaign events noted above;
 - ✓ communications reach (include copies);
 - ✓ use of social media (include copies);
 - ✓ media stories generated (include copies); and
 - ✓ a narrative about other ways your agency got the message out about the PBW Campaign objectives and events (include specifics and copies, if applicable).

Submitting Your Nomination

Failure to follow ALL instructions contained in this guide will disqualify your nomination.

The following section provides submission guidelines and outlines the elements you will want to have ready when you go online to submit your nomination. We are providing it here so you can be prepared when you click the link to go online to submit your nomination.

Campaign – General Guidelines

- Only online nominations will be accepted**
- Submission Deadline:** Friday, February 24, 2017 at 5:00 p.m. (PT)
- Complete one nomination form per agency. **Print and keep a copy of the nomination for your records.**
- AFTER submission of your agency’s nomination form AND BEFORE the deadline – email supporting materials (per instructions above) **in Adobe pdf format** to Sarah Casiano at scasiano@n4a.org. In the email’s Subject line, include the words “PBW Nomination Materials”. If the supporting materials cause the size of your email to exceed email limits and require you to send them in multiple emails, include the email number and total number of emails in the subject line (Example: “Email 1 of 3”). If any one attachment is too large to send via email, please contact Sarah for an alternative method of submission.
- To help promote winning campaigns, submit a high-resolution photo(s) of something that reflects the essence of your campaign (*600 dpi or higher*). The photo should show interaction with older adults, one of the campaign materials your agency produced, etc... We cannot accept photos of just agency staff members posing.
- Submit a high res. version of your agency’s logo (if applicable).
- If you have questions, contact Sarah Casiano at scasiano@n4a.org or 202.872.0888.
- Print and keep a copy of all nomination materials for your records.**

Campaign Nomination Information

(these are the data elements you will need to submit your nomination)

- Campaign Name
- Campaign Lead Agency Name
- Campaign dates (Start and Finish)
- Campaign Nominator Name *(Provide contact information for the nominator/point of contact for the awards process)*
- Campaign Nominator Title
- Campaign Nominator Email
- Campaign Nominator Phone #

Campaign Point of Contact (POC) Name

(Provide contact information for the public point of contact. Please make sure that the designated POC is the right person to answer questions from other agencies that might be interested in replicating your campaign—essentially, this is the public face of the campaign, the person who can answer questions about details of the campaign.)

Campaign POC Email

Campaign POC Phone #

Both individuals will be primary contacts for all n4a communications about the awards campaign, should questions arise.

Campaign Summary:

Address **each** of the following six elements. *(Each response box is limited to the number of words indicated. You can type directly in the boxes or cut and paste from a WORD document.)*

1. PBW Campaign Abstract (100 words or fewer)

Provide a short summary of your campaign. We may publish abstracts of award-winning campaigns, so please prepare a rich, concise narrative.

2. Describe the activities included in the PBW Campaign (200 words or fewer)

Describe the specific activities involved in the Campaign. Include how this campaign reached older adults, caregivers and others. Include numbers of individuals reached, what these individuals received, types of events held, communications generated (e-blasts, newsletters, flyers, social media posts, etc.). **And** be certain to follow the instructions above to submit copies of your communications materials. Be as specific as possible.

3. Describe any earned media generated by the PBW Campaign (50 words or fewer)

Describe the type(s) of media (newspaper article or morning drive radio show interview) and, if available, submit copies (following the process above) of what the media outlet produced and how that increased awareness and impact of the campaign.

4. Unique aspects of your PBW Campaign (100 words)

Describe any creative or unusual aspects of your campaign and highlight how those aspects helped older adults maximize their pharmacy benefits.

5. How did your Agency involve Walgreens® in the PBW Campaign? (50 words or fewer)

Describe specific ways that Walgreens® representatives were involved in the campaign. Note: Involvement of a Walgreens® representative is voluntary and **not** required.

6. Assess the impact of your PBW Campaign (50 to 100 words)

Briefly describe how your efforts helped your agency's clients maximize their pharmacy benefits, secure needed medications, better understand the role of pharmacists, etc. directly or indirectly through the campaign.

Evaluation

n4a staff will perform an initial eligibility review of all nominations submitted.

Representatives from the n4a Corporate Committee and/or Board of Directors will then review all eligible nominations to identify the winning campaigns.

Eligible nominations are evaluated based on the totality of the campaign's local impact to help older adults maximize their pharmacy benefits. The evaluation will be based on the information submitted by the agency following the above described submission process.

n4a will notify award-winning campaigns in late March.

n4a reserves the right to edit descriptions of award-winning campaigns in any format published.

Submit Nomination

For questions, please contact Sarah Casiano at scasiano@n4a.org or 202.872.0888.