



HealthWise

A Partnership to Improve Health and Wellness
OHIO NORTHERN UNIVERSITY

Dissemination of Drug and Health Information Related to COVID-19 in Rural Areas

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ONU HealthWise, a collaborative, multidisciplinary, innovative practice site has provided high quality **health and preventative services** to employees, students and an underserved community in a rural county through *five unique but interconnected practice settings*.

Rural Mobile Health Clinic

Innovative practice model consisting of a multidisciplinary team of health care professionals to provide care to the citizens of Hardin County, Ohio, a rural community with significant poverty and gaps in health care services 3-4 times weekly.

Health and Wellness Clinic

An interdisciplinary disease state management (DSM) and preventive health program serving the students, employees and retirees of Ohio Northern University.

Student Outreach Services

Encompasses all student-driven service learning activities, including those initiated by 14 pharmacy student organizations on campus or activities developed by the Outreach Director. Outreach activities include health fairs, screening events and educational presentations

Telehealth Services

The Wheeler Pharmacy Services Center provides telehealth services to enhance patient adherence to their medications as well as medication therapy management. Student pharmacists with the supervision of pharmacists talk to patients about their health and medication needs. The team helps to resolve any issues identified.

Drug & Health Information

- Provides information to the campus, community, alumni, and health care professionals.
- Information regarding dosing, adverse effects, drug interactions, proper use of medications, and other topics are researched by student interns and responses are provided.
- There are marketing initiatives to open the service to consumers in the surrounding county.
- A peer-reviewed, student run health care journal is published through DHIC. The PAW Review provides evidence-based articles and continuing education materials as part of the publication process. The PAW Review encourages nursing and exercise physiology students to write articles with the pharmacy student teams.
- The service is available to the other areas of the ONU HealthWise practice for any informational needs.

Moving in A New Direction: Focus on Public Health and Public Relations

New programs to enhance the educational outreach of the Drug and Health Information Center

- ❖ Working with communication consultant
 - ❖ Newspaper column started in one local rural newspaper on medication use
 - ❖ Published weekly
 - ❖ Expanded with COVID-19 to 4 local rural newspapers
 - ❖ 90% of publications are COVID-19 related
 - ❖ Now on ONU website as well
 - ❖ Ohio Pharmacists Association Public Relations Award 2022
- ❖ Increased public and health care provider presentations on COVID-19 vaccines across Ohio not just rural counties
 - ❖ Targeted vaccine hesitancy
 - ❖ Counter detailed misinformation
- ❖ Social Media posts directed at health
 - ❖ PGY-1 residents supervise
 - ❖ Student pharmacists create information
 - ❖ Communication consultant posts
- ❖ Started an evidence-based health newsletter
 - ❖ Director serving as editor in chief
 - ❖ PGY-1 Pharmacy Resident serving as managing editor
 - ❖ 8 pharmacy interns hired to write 200-300 word synopsis of published journal articles
 - ❖ Focus on health lifestyle choices and medication information
 - ❖ Started in 2022 using Constant Contact
 - ❖ Above national averages for opening rates of articles for start of program
- ❖ Presentations on health issues specific to rural counties
 - ❖ Heart disease
 - ❖ Lung disease
 - ❖ Lifestyle modifications
 - ❖ COVID-19/Vaccine hesitancy