Pharmacist Tools Media Kit

Thank you for your interest in sharing our pharmacist toolkit for osteoarthritis management. Below are a variety of tools and text you can use when promoting this toolkit.

## About the toolkit

As a healthcare provider, pharmacists are perfectly poised to guide patients with arthritis or joint pain symptoms to various forms of treatment and management. Whether it is in a community, hospital, or long-term care setting, the pharmacist is equipped with information that can help to reduce the complications associated with OA (e.g., pain, falls, and disability). The pharmacist can be a viable resource and assist other healthcare providers in the management of OA and other concomitant comorbidities. The information conveyed in this toolkit and the self-study CE course will give a pharmacist ideas and guidance on how to have a more active role in the detection, prevention, and treatment of OA.

**Website:** <http://bit.ly/OAPharmacy>   
**Patient resources direct link**: <https://oaaction.unc.edu/rxlinks/>

**Webinar about the toolkit:** <https://youtu.be/kOCY4N3iZcM>

## Hashtags

#pharmacy #pharmacists #healthcare #primarycare #osteoarthritis #StandUp2OA

## Social Media Text

* Nearly 1 in 4 adults have arthritis and pharmacists see patients 5x more often than a primary care provider. Pharmacists can take a more active role in patient care by recommending physical activity. Learn more: <http://bit.ly/OAPharmacy>
* Pharmacists: learn how you can take an active role in your patients osteoarthritis care using our free toolkit and CEU course. <http://bit.ly/OAPharmacy>
* Put your osteoarthritis patients on the simple path. Learn how to talk to your patients about osteoarthritis management with our free toolkit and CEU course. <http://bit.ly/OAPharmacy>
* Learn how to talk to your patients about osteoarthritis management using our free toolkit and CE course. <http://bit.ly/OAPharmacy>
* Pharmacists can take an active role in your patient's OA care. Learn more at <http://bit.ly/OAPharmacy>
* Do you see patients with osteoarthritis? Learn how to take an active role in their care and management using our free toolkit and CE course. <http://bit.ly/OAPharmacy>
* Free tools and resources for pharmacists who see patients with osteoarthritis <http://bit.ly/OAPharmacy>
* FREE CE course for pharmacists on the challenges are opportunities in managing osteoarthritis. Learn more <http://bit.ly/OAPharmacy>
* Pharmacists can take an active role in the detection, prevention, and treatment of OA. Our OA toolkit for pharmacists can help <http://bit.ly/OAPharmacy> .
* Osteoarthritis: The Challenges are Opportunities for the Pharmacist free toolkit, resources and CE credits available <http://bit.ly/OAPharmacy> .

## General Newsletter Text

**SUBJ:**Pharmacists Can Impact Osteoarthritis Management  
As a healthcare provider, pharmacists are perfectly poised to guide patients with arthritis or joint pain symptoms to various forms of treatment and management. Pharmacists are in an ideal position to screen patients for OA, serve as an educator and coach regarding prevention strategies, counsel patients on the safe and effective treatment options available, and triage when necessary.  
  
We recently developed a new [toolkit](http://bit.ly/OAPharmacy) and CEU (continuing education unit) for pharmacists, along with patient friendly resources. The information conveyed in this toolkit and the self-study [CEU course](https://pharmacy-ncu.learningexpressce.com/index.cfm?fa=view&eventID=14042&1546535524750&preview=true&aregid=leadmin1546535524750) will give a pharmacist ideas and guidance on how to have a more active role in the detection, prevention, and treatment of OA. Check out our [resources](https://oaaction.unc.edu/rxlinks/) and share them with pharmacists and patients!

## Newsletter Text to Pharmacists/providers

SUBJ: New Toolkit for Pharmacists on Osteoarthritis   
  
Did you know that pharmacists see patients with arthritis up to 4x more often than a primary care provider? This puts pharmacists in an ideal position to screen patients for OA, serve as an educator and coach regarding prevention strategies, counsel patients on the safe and effective treatment options available, and triage when necessary.  
  
Our new [toolkit](http://bit.ly/OAPharmacy) and free [CE course](https://pharmacy-ncu.learningexpressce.com/index.cfm?fa=view&eventID=14042&1546535524750&preview=true&aregid=leadmin1546535524750)provides pharmacists with ideas and guidance on how to take a more active role in the detection, prevention, and treatment of OA. The toolkit also includes several patient friendly resources that can be shared both electronically and in print. Check out the [resources](https://oaaction.unc.edu/rxlinks/) and share them with pharmacists and patients!