



GeriatRx
Senior Care Consulting

The Power of a Deprescribing Pharmacist

Dr. DeLon M. Canterbury, PharmD, BCGP

President/CEO of GeriatRx, Inc.



Disclaimer

- This presentation is intended strictly for health wellness and educational purposes. All content discussed is property of GeriatRx and all reproduction of content used is strictly prohibited*



GeriatRx
Senior Care Consulting

**HEALTHCARE AND MEDICATIONS
SHOULD NEVER COST SO MUCH!**

We are a pharmacist based consulting service for all adult populations with a specific interest in the well-being and quality management of elderly patients.

Start Saving Today
404-484-5092

Our Mission

As Seen On...



FAITH Network



TEDxOcala
x = independently organized TED event

The
PHARMACIST'S
VOICE®

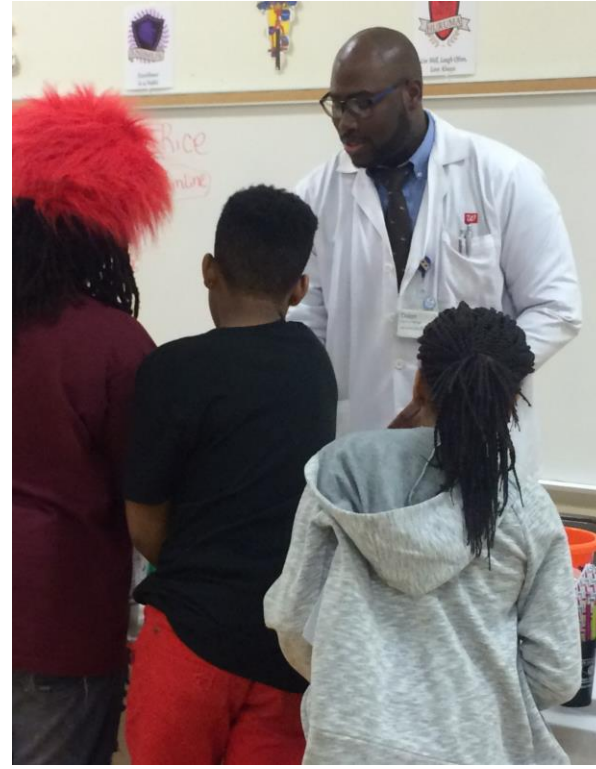


wunc 91.5
NORTH CAROLINA PUBLIC RADIO

My Story Began...

- Shy, unconfident child born in NYC to AMAZING Guyanese immigrant parents
- Loved everyone but felt lost in the world
- Grew up in a suburb of Atlanta with a need to succeed academically and financially to support my family





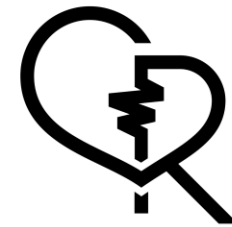
Where I was Before GeriatRx

- Hopeless
- Depressed
- Angry
- Frustrated

“ I Was a Passenger in My Own Life.....”



What I have learned
during my journey and
things I encourage you to
consider now...



GeriatRx
Senior Care Consulting



We help families who are...

- Struggling with side effects of medications
- Multiple ER and Doctor's Visit with no signs of getting any better
- Are on tons of medications and still aren't meeting their health goals
- Worried about the medications causing worsening of health conditions

SO MUCH TO DO,



SO LITTLE DESIRE TO DO IT...

We DON'T help people who...

Don't Put your HEALTH First

Are looking for an easy way out as a solution

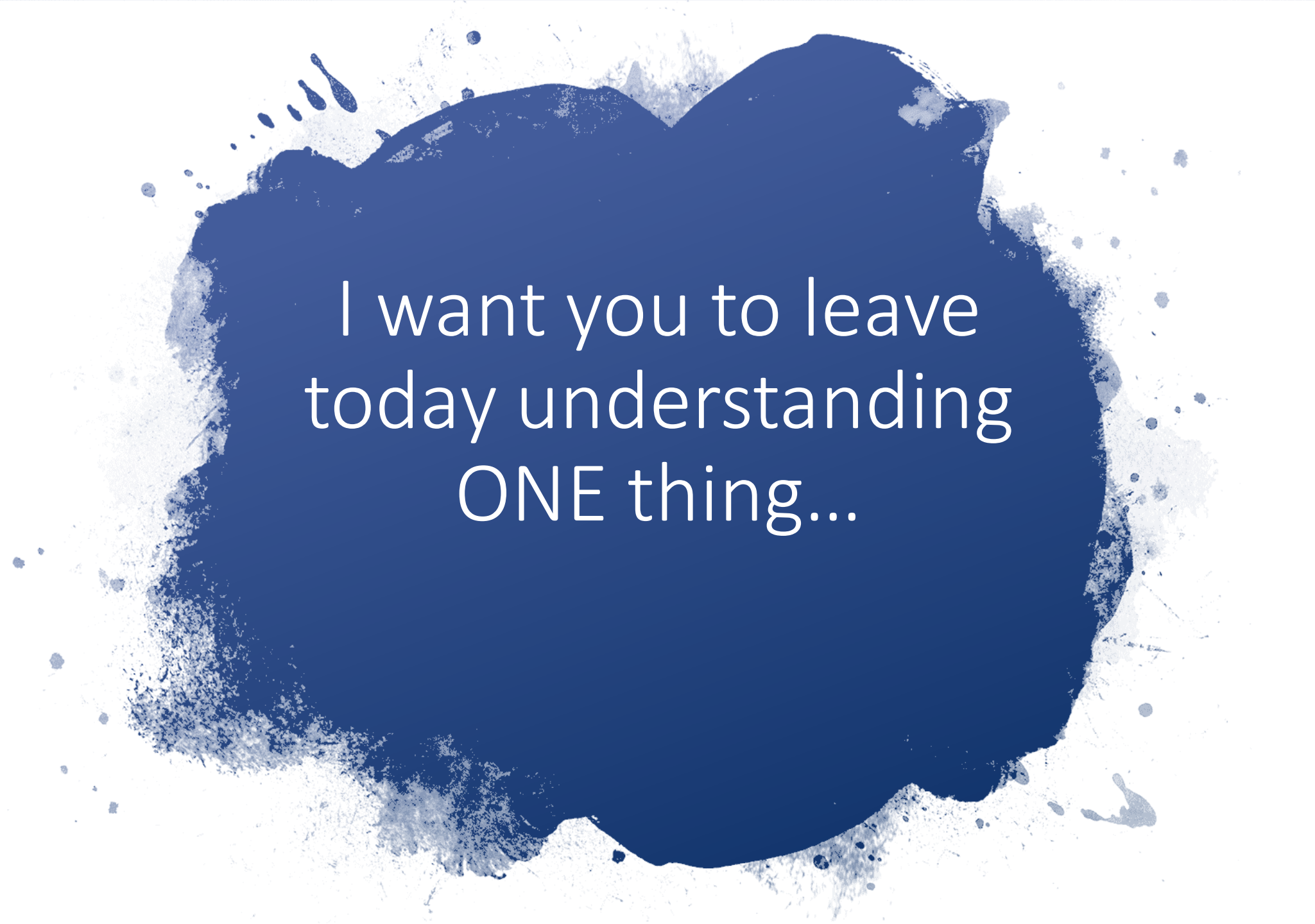
Aren't interested in getting off harmful medications

Don't want to get the BEST out of your Health Care

So How Does It Work?

- Pharmacogenomics Testing for All
- Comprehensive Medication Review
- Deprescribing
- Team-Based Care with Providers
- Social Determinants of Health
- Concierge Pharmacist



A dark blue, irregularly shaped graphic with a splatter effect, containing white text. The graphic is centered on a white background and has a rough, ink-like border with small blue droplets scattered around it. The text is centered within the graphic and reads: "I want you to leave today understanding ONE thing...".

I want you to leave
today understanding
ONE thing...

Health Care is Broken

- Over 275,000 die each year due to medication mismanagement¹
- US taxpayers spend on average \$528 billion dollars on mismanaged medications or suboptimal drug therapies¹
- Nearly 50% of older adults take one or more medications that are UNNECESSARY²



Health Care is Broken

- Grandmother suffered from Dementia, had confusion, lethargy, irritability
- MD prescribed an INAPPROPRIATE medication which WORSENER her dementia for months
- Parents were stressed as caregivers both working full time jobs trying to find caregiver support





GeriatRx Can Stop Overprescribing





JOIN US FOR A VIRTUAL PANEL DISCUSSION ON . . .
THE COVID-19 VACCINE
A DISCUSSION ON THE MYTHS AND TRUTHS OF THE VIRUS

SAT. JAN. 9TH | 11:00 AM

PANELISTS

 ARNETT COLEMAN, M.D. ST. JOSEPH'S PANDEMIC RESPONSE TEAM	 DR. DELON CANTERBURY DURHAM MINORITY COVID TASK FORCE	
 NC SENATOR NATALIE MURDOCK CO-HOST	 HOWARD EISENSON, M.D. CHIEF MEDICAL OFFICER, LINCOLN COMMUNITY HEALTH	 MR. RODNEY JENKINS HEALTH DIRECTOR, DURHAM COUNTY PUBLIC HEALTH

REV. DR. JONA AUGUSTI
CO-HOST

ST. JOSEPH AME CHURCH
2521 FAYETTEVILLE ST. | DURHAM NC 27707
www.stjosephame.org

LIVESTREAM

Fighting Flu Season

RxRounds

LIVE on Instagram

Wed 25 | NOV 2022

Board Certified Geriatric Pharmacist
Dr. Delon Canterbury, PharmD, BCGP

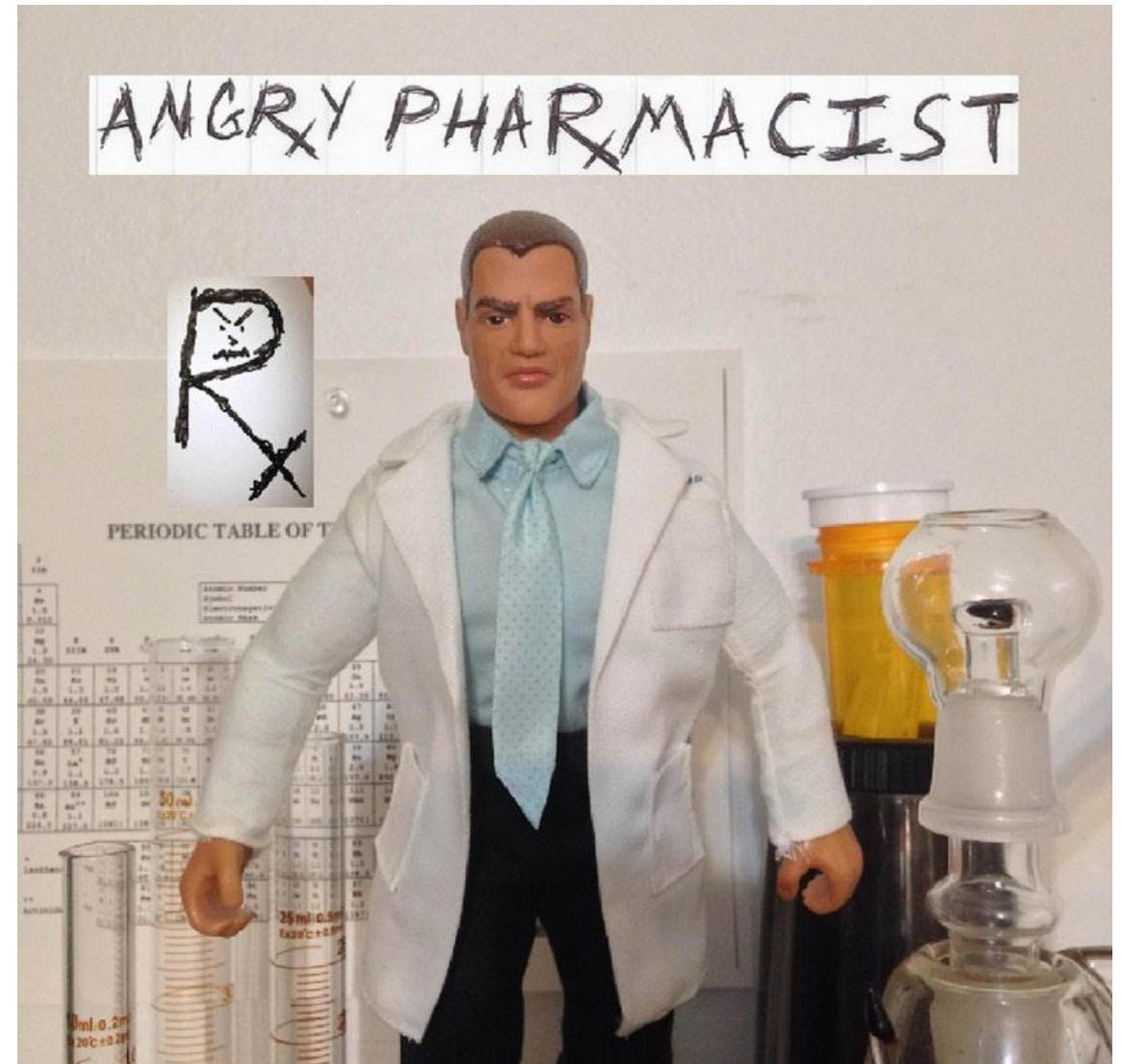
@RXROUNDS

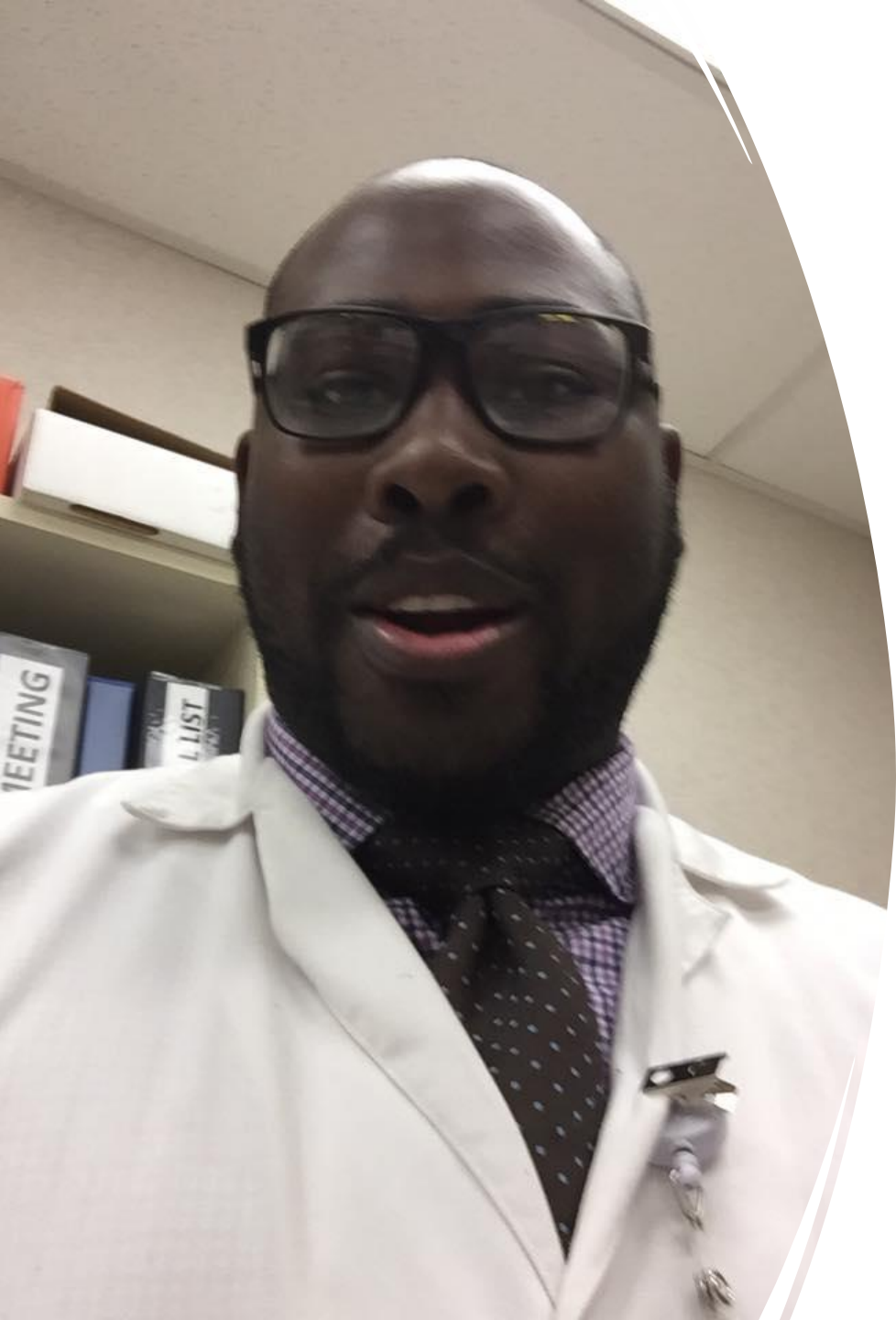
Servant Leadership

- Reduced patient from taking 36 medications down to 8 with our services
- Represented family as a Medical Expert to testify in court
- Saved family over 6 figures by avoiding an Involuntary Commission to a nursing home

So what was going on????

- Excessive People Pleasing
- Major Depressive Disorder and Anxiety
- Hated myself
- Became extremely cynical
- **I wasn't doing what I love, which was SERVING my COMMUNITY**
 - (Not FAKE serving)





The REAL PROBLEM
WAS...

.....I DIDN'T PRIORITIZE MYSELF!

How did it turn out?

I Stepped Down

I have built a business that I love

I found JOY in myself


I SERVE my COMMUNITY DAILY





WHAT
CHANGED?

I decided to do what I love! I advocate for patients, caregivers and providers in taking the Headache Out of Healthcare...



Dr. DeLon Canterbury

- FULL-TIME Entrepreneur during COVID
- Community Service Leader
- African American COVID Task Force
- Featured on International Podcasts
- Paid Guest Speaker
- Multiple News Media Features
- Caregiver Advocate and Supporter
- Established a Health Cost Savings Consulting practice saving our patients well over \$150K



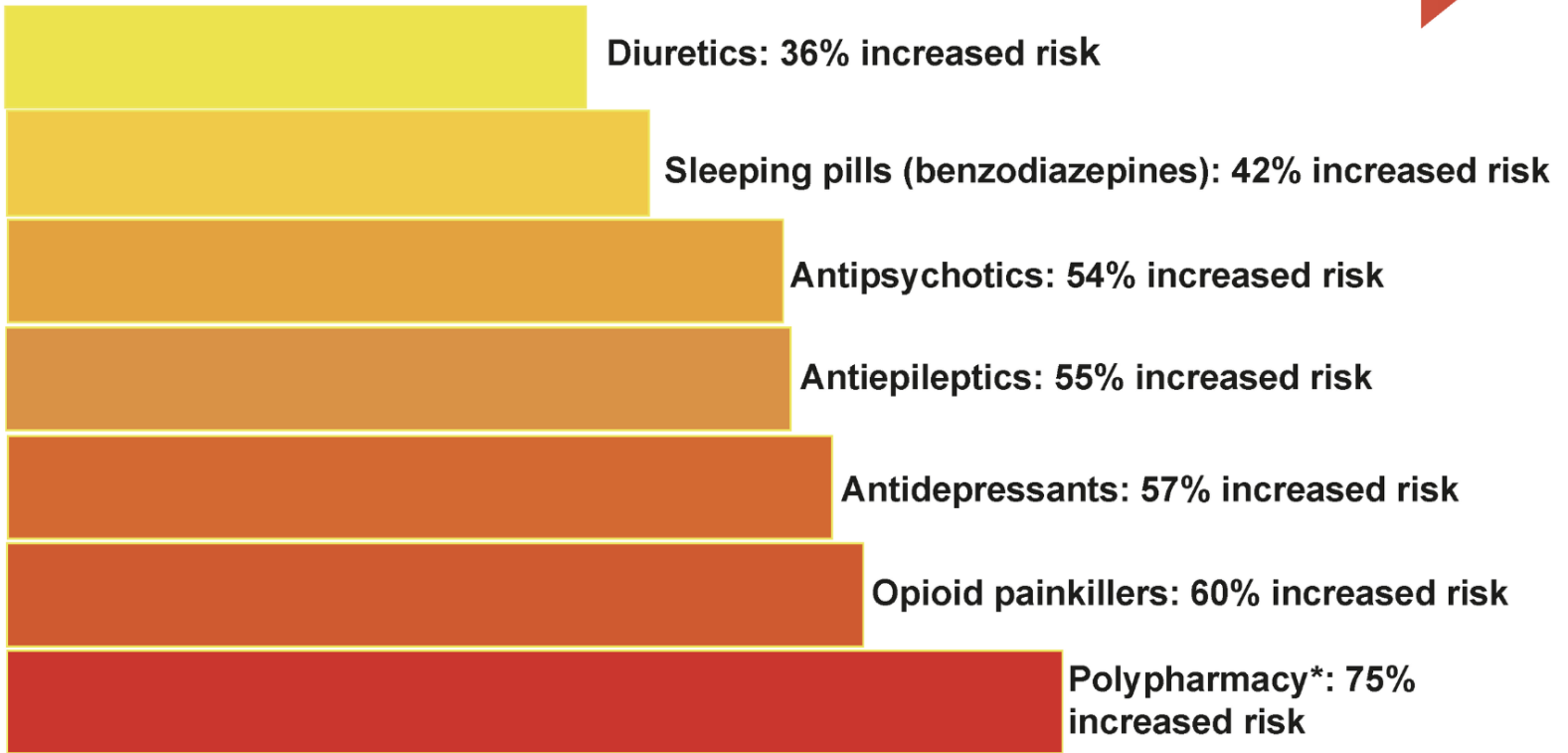


GeriatRx Case Testimony

- Kept from Memory Care Admission averaging \$10K per month saved since August 2020
- To Date: Helped Family Save >\$500,000 in cost-avoidance from Health Care
- Cost Savings averaging \$1.20 per drug/monthly Medicare average costs
- $24 \times 1.20 = \$28.80$ per month saved $\times 12 = \$345.60$ annualized cost savings
- $\$345.60 \times 4 \text{ years} = \$1,382.40$ in direct cost savings

Which medications increase the risk of falls?

Overprescribing
is Costly



**In this analysis, the most commonly used definition for polypharmacy was 4 or more medications.*
Sources: [de Vries M et al. 2018](#), [Seppala LJ et al. 2018](#), [Seppala LJ et al. 2018](#)



- Polypharmacy is defined as the use of 5 or more medications and is associated with 1.5-2 times higher risk of recurrent falls in older adults



- Average hospitalization due to a fall injury is \$30,000

ED visits = \$4,829

Office-based and Outpatient Visits = \$5,813

How Does
Polypharmacy Affect
Falls Risk



Deprescribing Cost Savings

- The VA developed a Deprescribing program for Veterans taking 7 or more medications and successfully managed their care while saving on costs!

TABLE 1 VIONE Mnemonic

	Descriptions	Suggested Actions	Examples
V	Vital, life sustaining	Continue; monitor dosage, frequency, and adjust accordingly	Insulin for diabetes mellitus
I	Important for quality of life, although not life sustaining	Continue/consolidate medication; use the prescription with the least adverse effects and most cost-effective	Pain medication; stool softener
O	Optional	Weigh benefits vs risks of medication; seriously consider reducing or stopping	Diabetes mellitus test strips and insulin for actively dying patient
N	Not indicated/treatment complete	STOP the medication; monitor the outcome after stopping medication	Patient at advanced age on statin; antibiotics after treatment completed
E	Every medication has an indication	Reassess or justify need for medication; stop, reduce or change	Omeprazole but heartburn managed with diet and/or lifestyle changes

Cost Savings from Deprescribing

- Assessed prior to Med Reconciliation
- Over 30 VA hospitals use the VIONE Model and growing

Deprescribing Cost Savings

10 or more meds
in 65 year or
older Veterans

Retrospective
Chart Review

3-month Period

1,060 Rx
Deprescribed

Saved \$84,000



D-PRESCRIBE Study

- Developing Pharmacist-Led Research to Educate and Sensitize Community Residents to Inappropriate Prescriptions Burden in the Elderly
- Recruited Community pharmacies from 2014-2017
- Aim to Stop Sedatives, Antihistamines, Glyburide, and NSAIDS – Beers Criteria Meds

**Effect of a
Pharmacist-Led
Intervention on
Inappropriate
Rx's in Older
Adults**



D-PRESCRIBE Study

- Community based education to older adults led to 43% reduction of sedatives over 6 months
- Saved about \$1,400 CAD (\$1,100 USD) when compared to standard treatment
- Proved more effective by increasing Quality Adjusted Life Years (.08 QALYs)





DR. DELON CANTERBURY

PHARMACIST



DEMENTIA & MEDICATIONS

IN THE TIME OF COVID-19

Dr. DeLon Canterbury, PharmD, BCGP

Join us

in kicking off our "Understanding Dementia in the African American Community" series as we discuss the ins and outs of medication management for people living with dementia in the time of COVID-19. This webinar is offered by Alter, GeriatRx, and Faith Village Research Lab. We are on this journey together!

Dr. DeLon Canterbury

I had no idea my journey with GeriatRx would take me here....



It's Been An AMAZING Journey!

In the height of COVID I decided to start my entrepreneurial journey with GeriatRx in 2020

Biggest Pain Points GeriatRx Solves...

- Overprescribing
- Frustration with a broken health system
- Spending too much on medications
- Failing several medications and not meeting health goals
- Caregiver Burnout
- Addressing Social Determinants of Health with our Care Delivery Model
- Patient Advocacy and Empowerment



Servant-
Leadership is
My Business
Model



Drugs with Dr. DeLon

Discussing how to catch side effects
before they worsen and inappropriate
medications for seniors.

MONDAY

12
JUL

2:30
PM





Deprescribing On Podcasts....



Special Thanks!

to Deborah Holt Noel and Lamair Bryan from
PBS NORTH CAROLINA

Learn more about the show at: pbs.org/show/black-issues-forum/



BREAKING NEWS

U.S. TO PAUSE USE OF J&J VACCINE

Waiting for track1.aniview.com...

Deprescribing on TV

“ —
Why am I having so
many side effects?
— ”

I Leveraged Blog Sites

I Leveraged local Radio Stations



GET WITH THE PROGRAM
WITH **GARY JONES**

GUEST
DR. DELON CANTERBURY

CEO AT GERIATRX AND MEMBER OF THE AFRICAN AMERICAN COVID TASK FORCE-PLUS.
CERTIFIED COMMUNITY PHARMACOGENOMICS (PGX) CONSULTANT

TOPIC:
VACCINE BARRIERS AND FACTS REGARDING THE COVID-19 VACCINATION

 Political Commentary Steve Rao	 Black History Message Ursela Camille	 Political Activist Kathy Greggs
---	---	--

Get With The Program
P.O. Box 37252
Raleigh, NC 27627

For more information or be a guest on the show contact:
www.getwiththeprogram.biz
Contact: 919-665-1118 - 919-255-2757



Q&A
WITH KEV & JAY




**SPECTRUM
NEWS**

Leveraging
Newsletters, Articles,
Guest Features

- Wrote Articles for notable Insurance companies
- Had other business write articles highlighting my business
- Learned how to reach out to my Network (Emory / UNC) to support my mission for serving others

Most
Importantly...I
built
Relationships...



Virtual Town Hall Meeting

MONDAY, JUNE 7TH 2021

ZOOM
7:00 P.M.

Topic of Discussion → Covid 19 : What's Happening Now

TOWN HALL MEETING

SPEAKERS:

- Dr. Wanda Boone**
Executive Director of TRY (Together for Resilient Youth)
- DeLon Canterbury, PharmD BCGP**
CEO of GeriatRx
African American COVID Task Force (AACT+)
- Marico Dove, PharmD**
Community Pharmacist

Zoom Log-In details:
<https://us09.web.zoom.us/j/83356789984?pwd=QDBHemNzQXgyVm9SblFDMmNNQTNXQT09>

Welcome to

DROP-IN HOURS w/ DR. B




Featuring Drs. DeLon Canterbury and Theresa Chapple-McGruder

This series was made possible through support from RIDE UNITED INC.

PIAR RIDE UNITED INC.

NAACP
DANVILLE COUNTY BRANCH

Real Talk About COVID-19



MAY 25th, 2021
7 - 8 PM

Dr. DeLon Canterbury, PharmD
Guest: Epobor

Meeting ID: 849 2992 4161
Passcode: 313079

AACT+ Untrice Martin Host

A VIRTUAL EVENT

FOR FATIGUED COMMUNITY LEADERS DESIRING TO INFORM COMMUNITIES ABOUT COVID-19.

Testimonials

What our clients say



Amazing pharmacist who is attentive and caring. He understands the unique needs of each individual and the humanity of all.

Lex J. I.
ibegbulaw.com

Testimonials

What our clients say



GeriatRx is a much needed source of knowledge and empowerment for so many people (including myself) struggling to navigate the financial and informational hurdles within our complex healthcare system.

Joel R.

Don't Fall Victim to Overprescribing

- Don't let a Loved One become another statistic
- Stop wasting money on ineffective medications
- Don't assume that all medications are safe





STILL HAVE QUESTIONS?
**CONTACT
DR. DELON!**

Book Complementary Consultation at www.geriatrix.as.me

Our Concierge Pharmacist Services

Includes:

- 24/7 Pharmacist Access
- Genetic Testing
- Drug Cost Analysis
- Deprescribing
- Comprehensive Medication Review