To identify a target area for a pharmacist-led intervention, the MO Department of Health & Senior Service (DHSS) used a collection of zip codes called the Promise Zone. The Promise Zone encompasses portions of the City of St. Louis and St. Louis County that are heavily impacted by the social determinants of health, including lack of transportation, childcare, and access to nutritious foods. These areas are predominantly Black neighborhoods that also experience high unemployment and crime, and high mortality rates, as well as significant numbers of vacant lots, abandoned buildings, and homelessness.

MO DHSS engaged key partners including Federally Qualified Health Centers (FQHCs), MO Pharmacy Association, and MOHealthNet to work together on programs to improve management of hypertension and high cholesterol by:

- updating the Medicaid Provider Manual to make it easier for pharmacists to bill for diabetes self-management education (DSME) and Diabetes Prevention Programs and development of a webinar to train pharmacists in how to enroll as Medicaid providers;
- facilitating bi-directional communication between pharmacists and providers through participation in E-Care plan documentation at the pharmacy;
- addressing the socioeconomic barriers to medication adherence through a community health worker (CHW) training programs for pharmacy assistants; and
- expanding upon the Transitions of Care model utilizing pharmacists across multiple settings.

Participation in the Learning Collaborative provided a unique opportunity to work with Medicaid on billing for Remote Physiological Monitoring (RPM) under the pharmacist's National Provider Identifier (NPI), to prepare for reimbursement for self-measured blood pressure (SMBP) monitoring in community pharmacies.