

Book on “Deprescribing” of Medications Needs Strong Title and Cover Copy

Before:

Wise and Well: *Deprescribing in an Overmedicated World*

Dr. Donna Bartlett, a board-certified geriatric pharmacist, had written a very important book about “deprescribing”—the evidence-based process of reducing, switching or stopping medications.

Her working title, “**Wise and Well**,” was not only a bit bland, but also gave no clue as to the subject of the book.

While the working subtitle provided more detail, it assumed readers would know what “deprescribing” meant. They might guess correctly, but when you have seconds to draw in a prospective reader, you don’t want them guessing.

She asked me to help with the title/subtitle and back-cover copy. I also crafted a “sub-subtitle,” and she even added a *sub-sub-subtitle* (!) as well. It’s a testament to [Chris Mole’s](#) great cover design that she included all of it without it looking cluttered.

Cool PS. She liked so many of the title ideas I came up with (i.e., that she *didn’t* end up picking for the title) that she put many of them to work as replacements for her chapter headings throughout the book (see p. 4 of doc.).

On the next page is the final front cover, showing the title and three subs she chose.

The page following that shows the back cover with my copy, and on the subsequent page is a chart showing her original chapter headings and the eventual replacements for those headings, drawn from my list of title ideas.*

*(*This is one of the “value-adds” people discover from working with me: the ideas they don’t end up using can often be repurposed in other ways—i.e., as replacement chapter headings, in cover copy, promo materials, website headings/copy, etc.)*

On the Testimonials link, check out Donna’s kind words about her experience working with me.

MedStrong

Shed Your Meds for a Better, Healthier You



Featuring a
5-STEP
MEDICATION
OPTIMIZATION
PLAN

Aging Well through **Deprescribing**

DONNA BARTLETT

PharmD, BCGP

Over 1/3 of older adults take 5 or more medications — at least one of which is unnecessary.

The result? Roughly 2 million adverse drug events requiring hospitalization every year.

Medications can keep us healthy and strong, and are often truly life-saving. Yet, as we age, the body naturally changes, along with its ability to absorb, metabolize, and eliminate medication.

Here's the truth about "aging conditions" such as forgetfulness, confusion, insomnia, weakness, and falling...

Many can be linked directly to overprescribing of medication.

Enter *MedStrong* by Dr. Donna Bartlett, 25-years practicing, board-certified geriatric pharmacist. Decades of witnessing the enormous suffering and compromised quality of life wreaked by overmedication has made her a leading authority on "deprescribing"—the evidence-based process of reducing, switching, or stopping medications.

Packed with countless real-world examples and extensive medical data and research—translated into "everyday" language—*MedStrong* is written for the healthcare consumer. You'll learn:

- **The specific questions to ask** of your healthcare provider in order to be a powerful advocate for yourself or your loved ones.
- **The Medication Optimization Plan (MOP)**, a 5-step process for "cleaning up" and optimizing your medication list—implemented with your healthcare provider.
- **How to minimize the "Cascade Effect"** as when an additional medication is prescribed to address the side effects of a current one.

Ready to boost the quality of your life by taking only the meds you need, and in the right doses for you? Let *MedStrong* be your guide to becoming an educated healthcare consumer—one empowered to create a better, healthier you!



DR. DONNA BARTLETT is a board-certified geriatric pharmacist, and an associate professor of pharmacy practice. With over two decades of clinical and retail pharmacy experience, she is a recognized authority on polypharmacy, deprescribing, geriatrics, and falls prevention.



**WELLhood
Publishing**

MEDICAL: PHARMACOLOGY / DRUG GUIDE



ORIGINAL	NEW (chosen from title "outtakes")
<p>Wise and Well</p> <p><i>Deprescribing (unnecessary medicine) in an overmedicated world</i></p>	<p>MedStrong</p> <p><i>Shed Your Meds for a Better, Healthier You</i></p> <p>Featuring a 5-Step Medication Optimization Plan</p> <p>Aging Well through Deprescribing</p>
Chap 1: Getting to Wise and Well	Mind Your Meds
Chap 2: How is it that we are on so many medications anyway?	In Over Our Meds
Chap 3: Changes and Disconnects	In Pharm's Way
Chap 4: De-What?...Deprescribe!	REMEDY: RE think the MEDs You take
Chap 5: Process to Deprescribe	Medication Moderation Method
Chap 6: What's on your med list?	The Overstuffed Pill Box (What is in your pillbox?)
Chap 7: "Do you have any questions?"	Get Your Meds Examined
Chap 8: Pit-"falls"- Patient beware!	Pit-"falls" and Train Rx
Chap 9: Meds deprescribed, now what?	Flip the Scrip
Chap 10: Barriers from prescribers to patients	Over the Pill
Chap 11: Health system, industry, and culture	Pharma Fails
Chap 12: Who's responsible? And need for vigilance	Avoiding a MEDisaster