

The Most Effective Mode of Providing a CMR

Why Face to Face Patient Education
Provides the Best Outcomes

Why Community Pharmacy Has the Best Chance for Improving Medication Adherence. Close Patient/Pharmacist Relationships Build the Trust Needed.

- Patient characteristic factors that can adversely affect adherence include advanced age, cognitive impairment, depression as well as beliefs about the importance of the medication and the disease state being treated. Barriers to target for optimal adherence include adverse effects, polypharmacy, high costs, and lack of access and trust of the pharmacist involved.

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- The ability to improve medication adherence is not a one and done educational process. It has to do with the “Trust” that is built up through the pharmacist patient relationship. Without this relationship it makes the process of engaging the patient in an in depth, personal and complicated educational session very difficult. To try and do this using Telemedicine or just telephone makes that task even more difficult.

How The Lack of Visual Cues of Body Language can Effect Patient Engagement and Comfort

- When engaging a patient that doesn't know you in a medication education session involving their PHI it is important to establish a certain amount of trust right away. This is a little difficult even with the high standing that the Profession of Pharmacy affords us.
- When the patient meets you for the first time if you are in your normal pharmacy surroundings and wearing your normal pharmacy attire this adds to your instant trust and credibility.

How The Lack of Visual Cues of Body Language can Effect Patient Engagement and Comfort

- This also gives both the pharmacist and the patient the normal feedback of body language visual cues that tell us so much about each other. With Telemedicine you still get some of this but not near as much as you do in person. This lack of some of our normal sensory perception on both ends can lead to a lower comfort level for the patient and having the pharmacist possibly not recognize when the patient doesn't understand everything that we just discussed.
- The task of performing Quality MTM Services without having an existing pharmacist patient relationship is very difficult.

In the Final Analysis

- The task that pharmacy has in front of it is difficult, vast and, very important to both the profession and the patients it serves.
- We will not have the luxury of not using every tool at our disposal to engage and educate our patients to empower them to take control of their healthcare.
- This is also the chance to become the providers of medication education that we have always needed to be.

References

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- How to Read Body Language