

Consumer Perspectives on Patient Medicine Information

Brookings Institution
Engelberg Center for Health Care Reform
October 12, 2010

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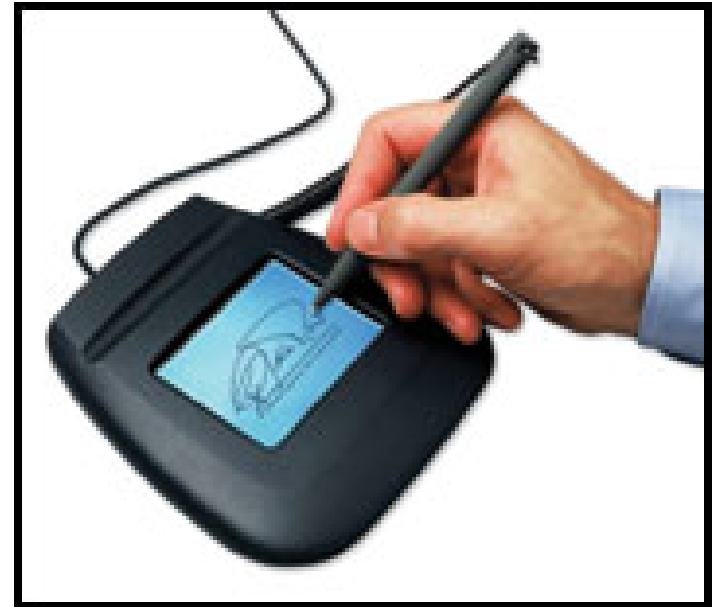
Agenda

- > Consumer expectations vs. reality check
- > Quick PMI “pulse” survey of some AARP members age 50+
- > Appeal of new technology “apps” for PMI
- > Opportunities to explore re: AARP’s future role
- > Patients’ role in ensuring PMI quality

Consumer Expectations: “Mind the Gap”



Stealth prescription pick-up



+ “No thank you” HIPPA signature

Consumer Expectations: Searching for PMI's Middle Ground



Plentiful counseling by pharmacist + Information overload: PMI, MedGuides, PPI

Experiences of Adults Age 50+ with Patient Medicine Information*

- > **Does pharmacist review PMI with you?**
- > **Do you save the PMI to read again?**
- > **Which format changes would be most helpful to you?**
 - **Increase font**
 - **Use bullets, check-lists instead of sentences, paragraphs**
 - **Use simpler words**

*Based on “PMI” paper survey distributed on-site at AARP’s *Life @ 50+* annual member event, held Sept. 30-Oct. 2, 2010 in Orlando, FL.

PMI Content Preferences* -- "More" or "Less"

- > **How to take**
- > **Benefits**
- > **Side Effects**
- > **Drug-drug interactions (Rx, OTC, supplements)**
- > **Monitoring Tests**
- > **Who to call / website to check for follow-up questions**

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What if "More" Doesn't Fit?

Frederick, MD, 21701
PHONE: (301)698-9430 FAX: (301)360-2190
Refill Your Prescription Online at www.
Patient: [REDACTED]
Product: AMLODIPINE 5mg 34 TAB GRFFESTONE
Rx# [REDACTED]
Directions: TAKE ONE TABLET(S) DAILY

Fill Date: 08/24/2010
RPH/TECH: SANNIGEC
PHONE: [REDACTED]

COMMON NAME: AMLODIPINE (am-LOE-dip-ee-n)
COMMON USES: This medicine is a calcium channel blocker used to control high blood pressure or angina (chest pain). Reducing high blood pressure helps prevent strokes, heart attacks and kidney problems.
BEFORE USING THIS MEDICINE: Some medicines or medical conditions may interact with this medicine. INFORM YOUR DOCTOR OR PHARMACIST of all prescription and over-the-counter medicine that you are taking. DO NOT TAKE THIS MEDICINE IF YOU ARE TAKING ANOTHER MEDICINE THAT CONTAINS AMLODIPINE. ADDITIONAL MONITORING OF YOUR LOOSE OR CONDITION may be needed if you are also taking other medicines for high blood pressure (e.g. beta-blockers, diuretics), intravenous (IV) calcium, or other medicines for chest pain such as nitroglycerin. DO NOT START OR STOP any medicine without doctor or pharmacist approval. Inform your doctor of any other medical conditions including heart disease, liver disease, allergies, pregnancy, or breast-feeding. USE OF THIS MEDICINE IS NOT RECOMMENDED if you have a history of low blood pressure. Contact your doctor or pharmacist if you have any questions or concerns about taking this medicine.
HOW TO USE THIS MEDICINE: Follow the directions for using this medicine provided by your doctor. An additional patient information leaflet is available with this medicine. Ask your doctor, nurse, or pharmacist any questions that you may have about this information. This medicine may be taken on an empty stomach or with food. STORE THIS MEDICINE at room temperature between 59 and 86 degrees F (15 and 30 degrees C) in a tightly-closed container, away from heat and light. CONTINUE TO TAKE THIS MEDICINE even if you feel well. Do not miss any doses. Most people with high blood pressure do not feel sick. IF YOU MISS A DOSE OF THIS MEDICINE and remember it the same day, take it as soon as possible. If you do not remember until the next day, skip the missed dose and go back to your regular dosing schedule. Do not take 2 doses at once.
CAUTIONS: DO NOT TAKE THIS MEDICINE if you have had an allergic reaction to it or are allergic to any ingredient in this product. DO NOT STOP TAKING THIS MEDICINE without discussing it with your doctor. IF YOU ARE TAKING THIS MEDICINE FOR ANGINA, it will not relieve the pain of an acute attack if taken at the time of the acute attack. It prevents or reduces the number of angina attacks only if you take it on a regular schedule. THIS MEDICINE MAY CAUSE DIZZINESS. Do not drive, operate machinery, or do anything else that could be dangerous until you know how you react to this medicine. SIT UP OR STAND SLOWLY from a seated or lying position to allow your body time to adjust. WHEN YOU BEGIN USING THIS MEDICINE, it may cause a headache, which usually lasts for a short time. With continued use of the medicine, headache usually becomes less noticeable. LIMIT INTAKE OF ALCOHOL while taking this medicine. BEFORE YOU BEGIN TAKING ANY NEW MEDICINE, either prescription or over-the-counter, check with your doctor. This includes cough and cold products or diet aids because they may contain ingredients that could increase your heart rate or blood pressure. Ask your pharmacist about the safe use of these products. WHILE YOU ARE USING THIS MEDICINE, brush and floss your teeth carefully to reduce swelling and tenderness of your gums. CAUTION IS ADVISED WHEN USING THIS MEDICINE IN THE ELDERLY because they may be more sensitive to the effects of this medicine. FOR WOMEN: IF YOU PLAN ON BECOMING PREGNANT, discuss with your doctor the benefits and risks of using this medicine during pregnancy. IT IS UNKNOWN IF THIS MEDICINE IS EXCRETED in breast milk. DO NOT BREAST-FEED while taking this medicine.
POSSIBLE SIDE EFFECTS: SIDE EFFECTS that may occur while taking this medicine include nausea, fatigue, weakness, stomach pain, muscle cramps, headache, or flushing. If they continue or are bothersome, speak with your doctor. CONTACT YOUR DOCTOR IMMEDIATELY if you experience swelling of your feet or legs; tender, bleeding, or swollen gums; worsening chest pain (attacks are more frequent, more severe, or last longer); yellowing of the eyes or skin; dark urine; a fast or irregular heartbeat; or difficulty breathing. AN ALLERGIC REACTION TO THIS MEDICINE IS UNLIKELY, but seek immediate medical attention if it occurs. Symptoms of an allergic reaction include rash, itching, swelling, severe dizziness, or trouble breathing. If you notice other effects not listed above, contact your doctor, nurse, or pharmacist. This is not a complete list of all side effects that may occur. If you have questions about side effects, contact your healthcare provider. Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.
OVERDOSE: If overdose is suspected, contact your local poison control center or emergency room immediately. Symptoms of overdose may include dizziness, fainting, and a fast heartbeat.
ADDITIONAL INFORMATION: Use this medicine regularly to get the most benefit from it. To help you remember, take it at the same time each day. Have your blood pressure checked regularly while taking this medicine. It may be best to learn how to monitor your own blood pressure. Discuss this with your doctor. DO NOT SHARE THIS MEDICINE with others for whom it was not prescribed. DO NOT USE THIS MEDICINE for other health conditions. KEEP THIS MEDICINE out of the reach of children and pets. IF USING THIS MEDICINE FOR AN EXTENDED PERIOD OF TIME, obtain refills before your supply runs out.
Reference: Babbitt 2010; 1-800-Drug-Information-Program; Health, Inc. All rights reserved.
The information in this monograph is not intended to cover all possible uses, directions, precautions, drug interactions, or adverse effects. This information is generalized and is not intended as specific medical advice. If you have questions about the medicines you are taking or would like more information, check with your doctor, pharmacist, or nurse.

Important
information
about your
prescription

Please read carefully

Enclosed is your personalized prescription information. If you need or desire any additional patient counseling, please ask your pharmacist. If you have children in your household, be sure your medical profile requests child resistant packaging to prevent accidental drug poisoning.

The information in this monograph is not intended to cover all possible uses, directions, precautions, drug interactions, or adverse effects. This information is generalized and is not intended as specific medical advice. If you have questions about the medicines you are taking or would like more information, check with your doctor, pharmacist, or nurse.

Pharmacy

AVOID WAITING for your prescription refills by calling in your refill number to (301)698-9430 or go online at www. before you come in. Refill online your refill at least 24 hours in advance will help insure that we have your medicine in stock and ready.

What Technologies Might be Most Appealing?*

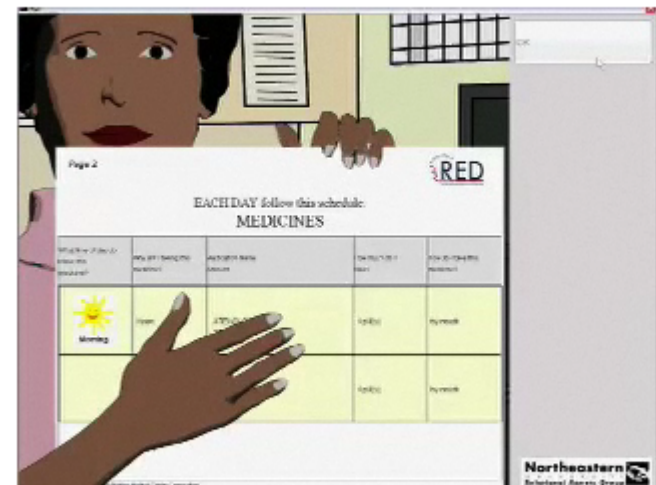
Website with easy-to-read PMI that could be printed

Patient medicine video to watch via home computer or television, or at the pharmacy

Pre-recorded message to access via telephone, with option for repeating the message

*Based on “PMI” paper survey distributed on-site at AARP’s *Life @ 50+* annual member event, held Sept. 30-Oct. 2, 2010 in Orlando, FL.

Patient's Medications



To open a larger version of this video (as a M4V), click [here](#).

<http://www.bu.edu/fammed/projectred/>



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FEATURE: SEPTEMBER/OCTOBER 2010

MEDICATION SAFETY VIDEO

A short video (3-5 minutes) available in 6 languages: Amharic, Khmer, English, Somali, Spanish, and Vietnamese, about safe use of medications. The video illustrates five important points patients need to know about safe medication use:

- 1) do not share medications;
- 2) use one pharmacy;
- 3) keep medications in their original containers;
- 4) tell primary care provider what medications are and are not taken;
- 5) tell about traditional or herbal medications that are being used.



Welcome To EthnoMed
EthnoMed contains information about cultural beliefs, medical issues and related topics pertinent to the health care of immigrants to Seattle or the US, many of whom are refugees fleeing war-torn parts of the world.

What's New On EthnoMed
Working with Refugees from Burma to Prevent Childhood Lead Poisoning

AARP's PMI Role: Opportunities to Explore

- > 1. Possible partners for PMI pilots include UnitedHealth, which is undertaking new health literacy projects
- > 2. Hold conversations with national physician associations, especially those already active in “PMI” and/or health literacy space
- > 3. Monitor new technology applications for “PMI” that appear to be most relevant to the 50+ medicine-user
- > 4. Boost broad drug safety messaging via:
 - Existing AARP member communications (e.g., “Make the Most of Your Meds” Tool Kit)
 - National Council on Patient Information and Education (NCPIE), National Consumers League, CU, others
- > 5. Expansion of state Health Info. Exchanges (HIE), which include many Rx-related “meaningful use” items

What is Patients' Role in Ensuring Quality of PMI?

- > Know basic questions to ask
- > Keep / share an up-to-date personal medication list
- > Assume minimal cross-provider communication (at least in non-integrated systems)
- > Stay alert to possible drug-related problems (esp. with a new medication), and relay them promptly to providers
- > Build a support team, if possible



**You are the
most important player on your
medicine education team!**