

DESIGNING PILOT PROGRAMS TO DISTRIBUTE PATIENT MEDICATION INFORMATION

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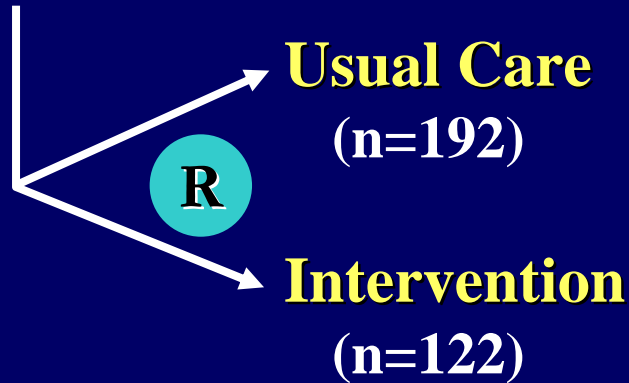
February 23, 2011

Does it Work?

- Theory base
- Elements of actionable instruction design
- Focus groups (groups of 8 to 12 persons)
- Laboratory testing (20 to 30 individuals)
- Pilot tests in the field on intermediate outcomes
- Possible test on clinically-relevant outcomes

Improving Drug Use for Elderly Patients

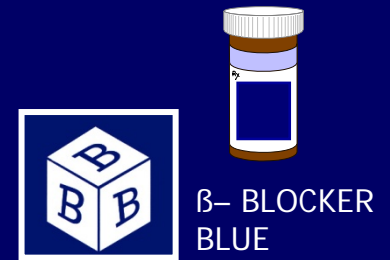
Heart Failure



Follow-up:

9 mo active/3 mo post

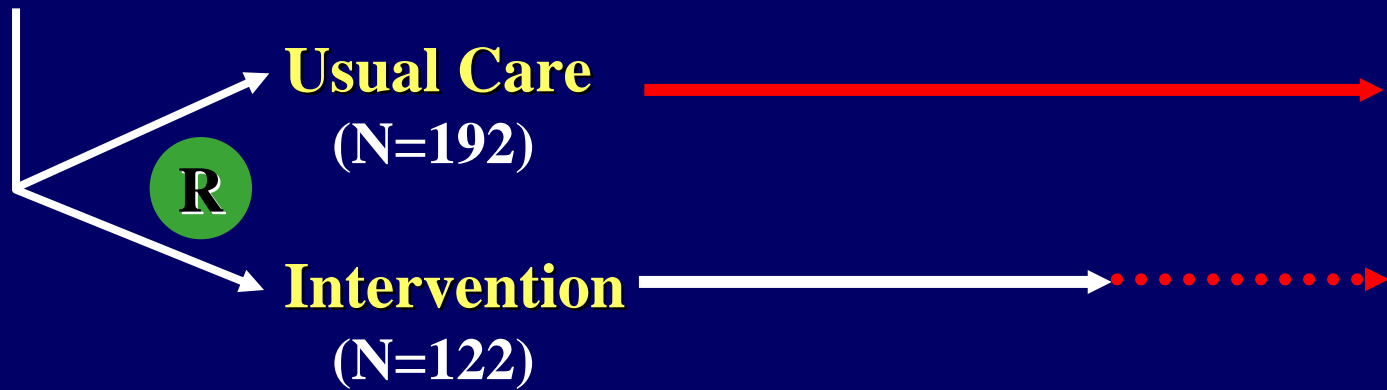
Emergency visits
Hospital admissions
HRQL
Satisfaction
Costs



Improving Drug Use for Elderly Patients

**Heart
Failure**

Follow-up:
9 mo active/3 mo post



Example of Icon-Based Labeling



PLAY TO WIN. WIN FOR LIFE.



ACE Inhibitors

(Pronounced: ACE in-HIB-it-ors)



IDENTIFYING YOUR MEDICATION

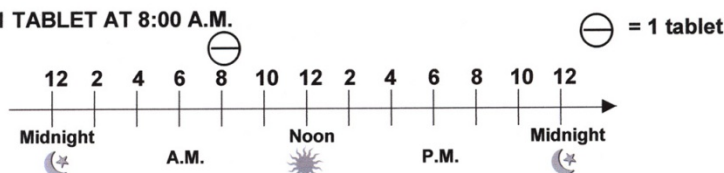
- The ACE Inhibitor label is red.
- ACE Inhibitors are used to manage blood pressure and chronic heart failure.
- The types of ACE Inhibitors are Fosinopril (Monopril®), Benazepril (Lotensin®), Enalapril (Vasotec®), Lisinopril (Prinivil®, Zestril®), Quinapril (Accupril®), Ramipril (Altace®), Moexipril (Univasc®), and Trandolapril (Mavik®).

DIRECTIONS

The pills in the bottle with the red label are used to decrease the blood pressure and severity of chronic heart failure, and should be taken continuously. Ask your pharmacist if you can take this medication with food.

If you forget to take your ACE Inhibitor on time, take it as soon as you remember. However, if it is almost time for your next dose, skip the dose you missed and go back to your regular schedule. **DO NOT DOUBLE-DOSE.**

TAKE 1 TABLET AT 8:00 A.M.



SIDE EFFECTS

Some patients experience dizziness, headache, low blood pressure, nausea, vomiting, diarrhea, fatigue, bad rash or swelling, difficulty breathing, fever or a cough. Contact your doctor if these symptoms become bothersome to you.

NOTES

- Before taking these medications, make sure your doctor and pharmacist know about all other prescription and over-the-counter medications that you take.

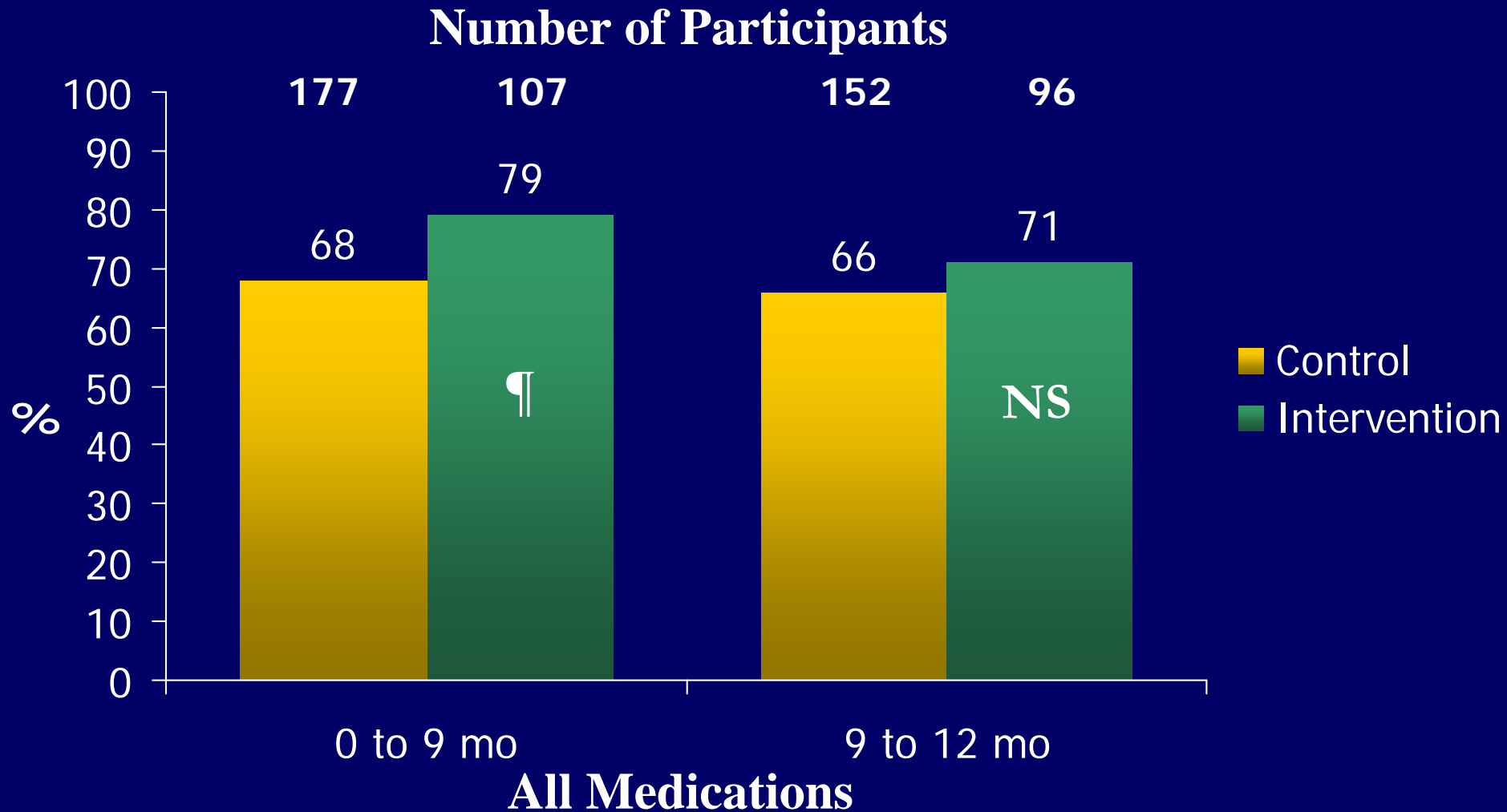
REMINDER:

**WINNING
TAKES WORK.
YOU HAVE TO
CONCENTRATE.**

**GETTING BETTER
TAKES WORK.
YOU HAVE TO
FOCUS ON
YOUR GOAL:
A BETTER
TOMORROW.**

PLAY TO WIN. WIN FOR LIFE.

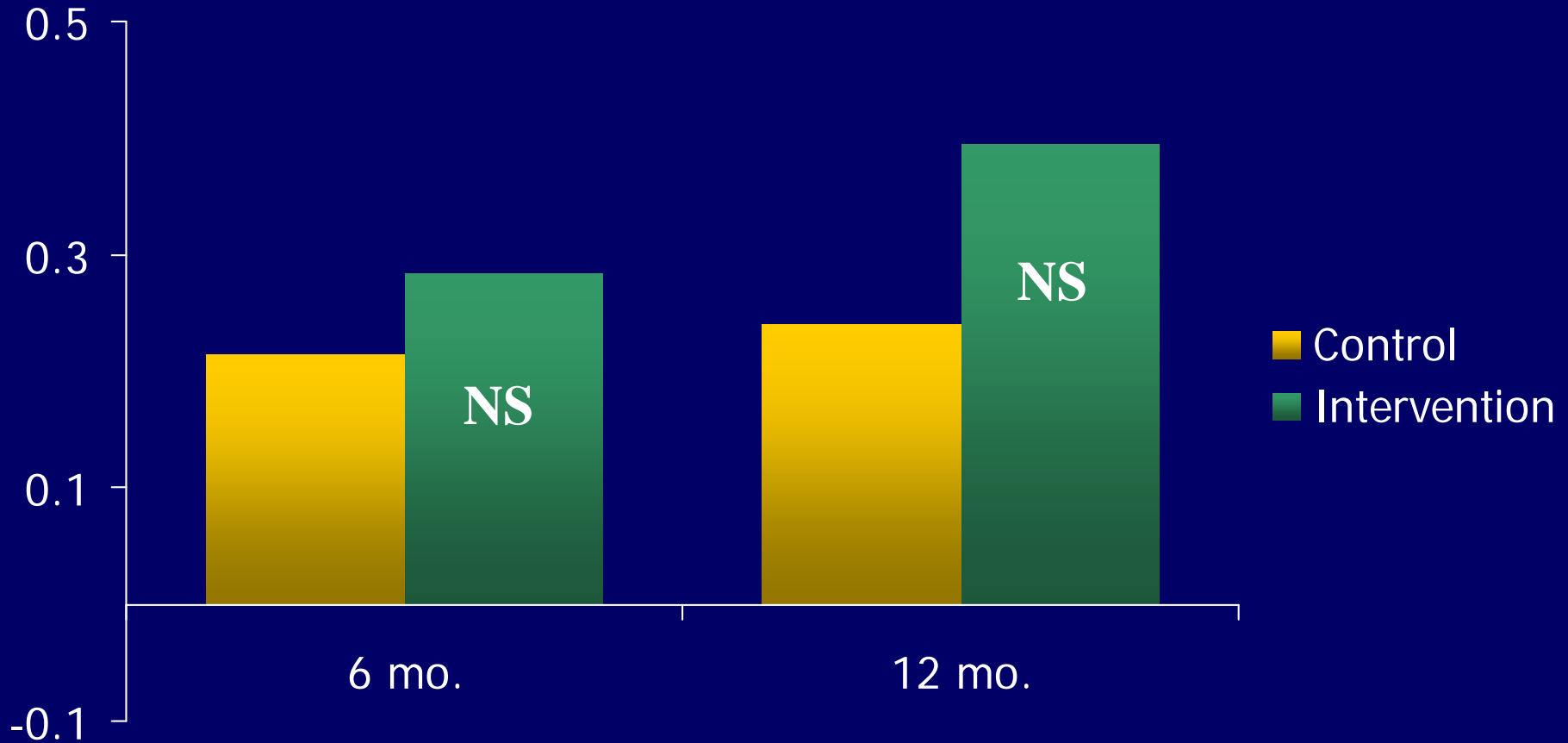
Overall Taking Adherence by Group



¶ $P < .0001$

Disease-specific Quality of Life

McMaster Chronic Heart Failure Questionnaire



Study Outcomes

Emergency Dept Visits and Hospital Admissions	0.82	0.72 to 0.93
Total Direct Costs, \$ *	- 2,960	- 7,603 to 1,338
Patient Satisfaction	+	P = 0.022
Adverse Drug Events and Medication Errors †	0.66	0.55 to 0.88

* Includes fixed and variable costs of the intervention.

† Pooled analysis of two studies; Arch Intern Med 2009;. 169:757-63