Patient Education for Safe Medication

Dr. Sufia Yasmin,
Head Quality, HCMCT Manipal Hospitals

ABSTRACT

Communication plays a vital part of building good relationships between members of the healthcare team and the patients. Studies confirmed that when patients are treated as partners in their care, significant gains are made in safety, patient satisfaction and health outcomes. By becoming active members of the health care team, patients can contribute to the safety of their care and that of the health care system as a whole. Good communication is more important in healthcare than in any other field or industry. Quality care only happens when healthcare providers, clinicians and pharmacies all communicate clearly and effectively with the patient. Miscommunications can cause serious patient safety issues like Medication errors which primarily happen due ineffective communications among the team members.

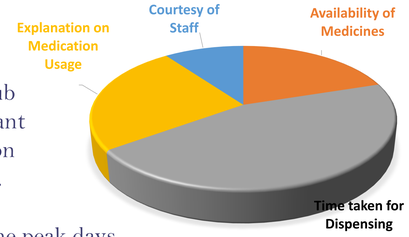
CONTACT

Dr. Sufia Yasmin,
HCMCT Manipal Hospitals
sufia.yasmin@manipalhospitals.com
09901450939

INTRODUCTION

For a healthcare organization, be it an out Patient department or Indoor patient department, pharmacy is one of the vital touch points. The feedback taken at the pharmacy is very crucial & comprises of four sub questions. So, on a rating scale of 10, when the patient rates the pharmacy services low i.e. 6 or below then the patients gets four sub-questions to specify viz.:

On feedback analysis, it was noticed that out of the four sub questions there was a significant number of poor experiences on "Explanation on medications".



It was observed that during the peak days, especially during the peak hours, the staff did not have adequate time for explaining medicines. Further to add in this, there was a significant high no. senior citizen patients coming to the hospital as it was located in the vicinity of the colonies of retired personnel. So, to educate patients about medication safety and to enhance patient experience hospital took initiatives which resulted in positive outcomes.

METHODS AND MATERIALS

- Implemented new measures to explain the medications:

- Explanation by the Clinical Pharmacologist for:
- OPD patients for lengthy prescriptions
- IPD patient for long discharge medications (2-3 months)

- Ensured Pasting of Stickers on medications for usage explaining the frequency of the drugs (for easy understanding)
- For Spreading awareness: Distributed " Before you take it, Know, Check & Ask" smart cards & displayed on Hospital App & Website



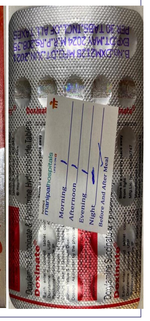
RESULTS

1. Clinical Pharmacologist made the prescriptions easy to understand especially the lengthy prescriptions.
2. The sticker helped a lot in understanding and remembering the doses.
3. This eventually helped in reducing the negative feedback especially on the sub-question "explanation on medication".
4. Enhancement in Overall Pharmacy NPS
5. Better Efficacy of Medications as timely doses were taken.
6. Build trust & improved relationship with Patients & their Family.

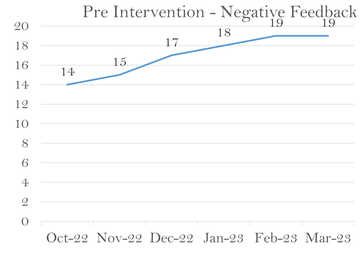


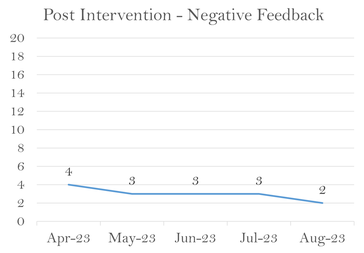


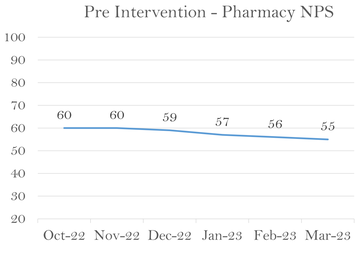


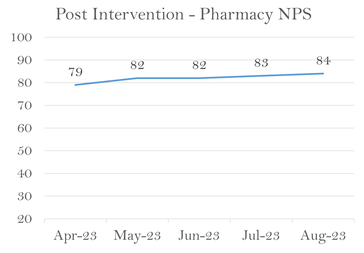


GRAPHS AND TABLES









Data analysis
- Significant no. of Poor feedback on Explanation on Usage
- Patients were not able to memorize all the frequencies of multiple drugs.
- Pharmacist were not able to explain drugs to all the patients due to the increased rush in Pharmacy.

DISCUSSION

- Data collected from the Zykrr (Feedback system) & Patient interviews were done. Then, feedback analysis was done.
- Figured out the problems regarding the missing doses due to poor explanation for mediation usage. This, contributed to Poor NPS for Pharmacy.
- Explanation on Medication usage needed improvement especially for Senior citizens.
- Patient Education required to reduce the no. of complaints and to enhance patient satisfaction.

S. No.	Changes to be made	Possible Impact
1	Introduction of a Sticker with details for the timings of taking drug in a day	Patient doesn't need to memorize all the frequencies of multiple drugs.
2	Availability of Clinical Pharmacologist to explain the drug usage	Patient understands properly regarding the drugs and appropriate service can be given.
3	Ensure every patients is getting drug counselling	Reduce the number of medication errors and improve the effectiveness of therapy.

CONCLUSIONS

Good patient communication also depends on the ability of the pharmacy staff to identify and to adapt to the communication style that is the most comfortable for the patient. Thus, patient education for engaging patients not only builds relations but also gives better results. Thus, Enhances Overall Patient Experience.



REFERENCES

- WHO
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