

“I’ve run out of the white ones”



Gill Dorer



A patient's eye view of

- Medicines
- Medicines information
- Relationships between patients and pharmacists

How pharmacists and patients can work together to reduce the risks and increase the benefits of taking medicines.



- Involuntary Witness by Gianrico Carofiglio

- Translated by Patrick Creagh

- Published by Bitter Lemon Press



Challenges and barriers for patients

- Patient information leaflets
- Side effects
- Lack of honesty
- Confusion – different name, colour, packaging
- Patient expectation
- Poor communication



Challenges for pharmacists

- Time, time and more time
- “I’ve run out of the white ones” syndrome
- Repeat prescriptions, poly pharmacy
- Waiting time in hospital pharmacies



Opportunities for relationship building

- Advertise and promote MURs and Medication Reviews
- The consultation room
- Repeat prescriptions



Grasping every opportunity

- Engage every member of the team
- The Boots campaign
- Listen and Observe – 2 ears, 1 mouth
- Communication, communication, communication
- Actively invite feedback, complaints, concerns
- Open evenings



Ask About Medicines Week

- 5–9 November 2007
- Asking about medicines as we grow up



Building partnerships

- People with long term health conditions
- The internet print-out clutching patient
- Already involved patients



The Expert Patient Programme

- Self-management training
- Courses for people with long term conditions, parents, carers



Confidence and skills to better manage their conditions on a daily basis

- 45% felt more confident that they would not let common symptoms interfere with their lives
- 38% felt symptoms less severe 4-6 months after completing course
- 33% felt better prepared for consultations with health professionals




Significant reduction in service usage

- 7% reduction in GP consultations
- 10% reductions in outpatient visits
- 16% reductions in A&E attendances
- 9% reductions in Physiotherapy use



What needs to change?

- PILs that explain side-effects in ratio terms
- Consistent packaging, colour and name of medicines
- Widespread use of MURs and Medication Reviews
- Welcomed by doctors
- Joined-up prescribing and dispensing
- Shared decision making



T'aint what you do it's the
way that you do it