Motivating Patients with CARE*
Improving Patient Health Through Effective Communications

Presented by:
Lindsey Stephens, R.Ph.

3:15 p.m. - 4:45 p.m., Tuesday, October 10, 2006
Las Vegas, Nevada

This program is approved by NCPA for 0.10 CEUs (1.0 contact hours) of continuing education credit. NCPA is approved by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.
Lindsey Stephens received her Bachelor of Science in Pharmacy from Drake University in 1998. Upon graduation Lindsey became the owner of Professional Health Screenings from 1998 to 1999. Previously, she was the co-owner and manager of Premier Health in Urbandale, Iowa. Lindsey is an active member of state and national pharmacy organizations and has served at both the state and national level on policy setting committees. Ms. Stephens is currently the President of Medihealth Solutions in West Des Moines, Iowa.
Educational Objectives

Presentation Title: Motivating Patients with CARE

Name of Presenter: Lindsey Stephens

Objectives:

1. Demonstrate the value of a pharmacist as a member of the health care team.
2. Detect whether a compliance and persistency problem may exist with the patient.
3. Outline steps that can be taken for the patient/caregiver to overcome obstacles to compliance.
4. Utilize motivational interviewing techniques that fit within the “real-world” practice environment of community pharmacies.
Motivating Patients with CARE

Improving Patients’ Health Through Effective Communications

The Program

**Goal**
Increase the awareness of the pharmacist’s role in monitoring drug therapy and assist the pharmacy team in counseling strategies using Motivational Interviewing process.

**Developed by**
Pharmacy Value Alliance, a coalition of pharmaceutical companies, community pharmacy organizations, national pharmacy associations and pharmacy drug wholesalers.
Motivating Patients with CARE

Program objectives:

• Demonstrate the value of a pharmacist as a member of the health care team.

• Detect whether a compliance and persistency problem may exist with the patient.

• Outline steps that can be taken for the patient/caregiver to overcome obstacles to compliance.

• Utilize motivational interviewing techniques that fit within the “real-world” practice environment of community pharmacies.
For every $3 spent on drugs for asthmatic patients, $17 is saved in emergency room costs.

Influenza and pneumococcal vaccines in elderly persons has resulted in:

- 19% less hospitalizations
- 23% less cerebrovascular disease
- 29% less pneumonia
- 50% less death from all causes
Proven Value of Pharmacist Services

*In treating patients with high cholesterol*

Overall, Project ImPACT achieved a 22.1% reduction in LDL cholesterol and a 14% increase in HDL cholesterol, which translates to a potential stroke or heart attack reduction of 30 to 40%.

Proven Value of Pharmacist Services

*In helping to manage patients with diabetes*

**Results for Diabetic Patients**

- $3,042 per patient per year saved
- 50 percent decrease in sick leave for employees enrolled in program
- In 2001 dollars, reduction of 58% in health care costs
Unhealthy

• Doesn't understand value of drug therapy
• Doesn't make lifestyle changes
• Doesn't adhere to medication directions

Healthy

• Educated about benefits of drug therapy
• Understands importance of lifestyle changes
• Adheres to medication directions

Unhealthy

• Doesn't understand value of drug therapy
• Doesn't make lifestyle changes
• Doesn't adhere to medication directions
Motivational Interviewing

Helping Patients Achieve Better Outcomes Using Motivational Interviewing
Motivational Interviewing

• Relationship is heart of process
• Helps patients explore and resolve their ambivalence to change
• Patient-centered approach
We Also Know That...

30% of ALL refillable prescriptions are never refilled

17-20% of new prescriptions are never filled

Principles of Motivational Interviewing

1. Roll with Resistance
2. Express Empathy
3. Avoid Argumentation
4. Develop Discrepancy
5. Support Self-Efficacy
ELICIT - Provide - Elicit

Patient’s thoughts on the illness and its treatment

- How confident are you that medicine will help?
- What will get in the way of doing what is asked?
- What is your overall goal in using this medicine?
- What are positive and negative aspects of treating the illness?

Elicit - PROVIDE - Elicit

- Name of drug
- Dosing Information
- Onset of action
- What effects patient can expect, positive and negative
- Financial resources available for Rx assistance
Elicit - Provide - ELICIT

If concerns have been addressed and if information raised any new questions

- Describe for me how you plan to take this medication
- What questions do you have about the information I just provided?
- What other questions do you have?

1. Roll with Resistance

Accept patient may have good reasons for not making a change right now
2. Express Empathy

**Use active listening**

*Identify with patient’s emotions, not with their experience*

Principle # 1 – Roll with Resistance

Principle # 2 – Express Empathy
3. Avoid Argumentation

Fear and concern are not arguable—they represent a patient’s real feelings

Principle # 3 - Avoid Argumentation
4. Developing Discrepancy

*READ*

*Change is motivated by discrepancy between present behavior and important personal goals*
Principle # 4 – Develop Discrepancy

5. Supporting Self-efficacy

READS

- Patient is responsible for change
- Praise change efforts of your patients
- Note ACTUAL and contemplated changes
Principles of Motivational Interviewing

1. **R**oll with Resistance
2. **E**xpress Empathy
3. **A**void Argumentation
4. **D**evelop Discrepancy
5. **S**upport Self-Efficacy

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**Goal**

**Healthier Patients**

Motivating Patients with **CARE**
“Keeping you healthy is what my job is all about. And now, as long as you take your medicines, keeping you healthy will be a ‘slam dunk’.”

Follow-up Programs

The Pharmacy Value Alliance has two other programs you may be interested in viewing:

**Helping Patients Achieve Better Outcomes Using Motivational Interviewing: the 101 Course.**
1-hour CE monograph available on [www.FreeCE.com](http://www.FreeCE.com)

OR

**Helping Patients Achieve Better Outcomes Using Motivational Interviewing: the 201 Course.**
Comprehensive Computer-Based Training Program accredited for two hours of CE available at [www.CEcity.com](http://www.CEcity.com)
For more information contact:

www.PharmacyValueAlliance.org

For CE credit for this program, and to take the required post-test, please visit www.PharmCon.com

Pharmacy Value Alliance: pharmaceutical manufacturers, wholesalers, national pharmacy associations and community pharmacy organizations... coming together for a common mission.

PVA members include:
American Pharmacists Association
AmeriSourceBergen
AstraZeneca
Boehringer-Ingelheim Pharmaceuticals
Cardinal Health/Medicine Shoppe
GlaxoSmithKline
McKesson
Merck
National Community Pharmacists Association
National Alliance of State Pharmacy Associations
National Pharmaceutical Council
Pfizer
Rite Aid
Rxtra Care Pharmacy
Target
Wyeth Pharmaceuticals
Pharmacy Value Alliance: *pharmaceutical manufacturers, wholesalers, national pharmacy associations and community pharmacy organizations... coming together for a common mission.*

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