



## Problem

Medicines play a crucial role in maintaining health, preventing illness, managing chronic conditions and curing disease. From patients receiving insufficient information about their medicines to too many hospital admissions caused by the adverse effects of medicines which could have been prevented, professionals and patients need to work much closer together to improve the quality of medicines use and pharmacists are critical partners for responsible medicines use. In the UK it is estimated that one billion medicines are wasted every year and one in five patients do not complete their prescribed course of medication, with non-adherence costing the NHS £500m each year.<sup>1</sup> In the US, the New York Times described non-adherence as an “out of control epidemic” costing the US more than any other disease entity.<sup>2</sup>

## Solution

**Studio Health** has worked with academics, researchers and practicing healthcare professionals to develop digital and physical learning packages to support community pharmacy deliver medicines counselling services. These have been developed for use in both high and low to middle income country settings and use educational interventions and evidence-based strategies to deal with community issues such as low health literacy and health inequalities as well as medicines use challenges including adherence and benefit risk communication.

Working with academics, researchers and practicing healthcare professionals

## Benefit

The digital and physical learning packages include educational videos, a webcast series, and workshop materials and have been used across Europe, in the US, Africa and India by over 6000 community pharmacists.

Promoting Health

Digital Innovation

Behaviour Change

Enhancing Services

Professionals Training

Patient Led Design

### References:

1. Hagan P. The true cost of medication non-adherence. Omnicell UK — adherence let's take care of it campaign 2015. Available at <http://www.letstakecareofit.com/wp-content/uploads/2015/10/The-True-Cost-of-Medication-Non-Adherence-Report.pdf> (accessed May 2019)

2. Brody J. The cost of not taking your medicine. The New York Times 17 April 2017. Available at: <https://goo.gl/PXZUuk> (accessed May 2019)