Incorporating Common Educational Approaches to Help Pharmacists Improve Therapeutic Outcomes

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At the end of this activity, participants will be able to:

- Recognize four learning styles commonly seen in the American population
- Associate specific tools to help patients better achieve health outcomes
- Review varied educational approaches for specific, commonly seen pharmaceutical products

Learning Objectives:

Impact of Non-Adherence:

- About 1/3 of All Rx’s are Never Filled by Patients
- About 50% of All Rx’s are Not Continued by Patients
  - Especially after 6 months of Therapy
  - Hypertension = 51% Non-Adherence
  - Statins = Up to 50% in 1st Year
- Non-Adherence $\Rightarrow$ ~50% of Treatment Failures
- Cost per Year: $390 Billion!

Outcomes Improve as Adherence to Prescribed Medicines Increases

Provider Factors Influencing Patient Non-Adherence:

- Communication skills
- Knowledge of health literacy issues
- Lack of empathy
- Lack of positive reinforcement
- Number of comorbid conditions
- Number of medications needed per day
- Types or components of medication
- Amount of prescribed medications or duration of prescription


Impact of Non-Adherence:

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Effective Communication: Key to Assuring Excellent Health Outcomes!

- **Patient Understanding**
  - Recognize how each patient may learn differently
  - More effective outcome results
  - Pharmacist’s Responsibility!
  - Provider Status
  - Prevent Adverse Events

- **Pharmacist’s Effectiveness**
  - Better understand our patient mix
  - How we can better tailor counseling approaches
  - Sequential vs Global
  - Incorporate more active-learning
  - Effective member of healthcare team

How Can This Approach Help?

Bloom’s Taxonomy

- **Fastest Learning When:**
  - **Inspire**
    - Demonstrate Admiring Qualities
  - **Infuriate**
    - Incite an Argument → Synthesis
  - **Scare**
    - Consequences
  - Provide Experience
    - Re-live it

Eliciting an Emotional Response:

As we start a new school year, Mr. Smith, I just want you to know that I’m an Absentee. Sequences learner and trust that you’ll conduct yourself accordingly!”
Most Require Exposure
4 to 6 Times
Before “hardwiring” occurs

Focus on Learning Styles:
Visual Auditory Read/Write Kinesthetic

Focus on Learning Styles
Visual Learners Tools:
- Pictures
- Flow Charts
- Diagrams
- Graphs
- Flash Cards
- Symbols
- Underlining
- Highlighters
- Multi-Colored Pens

Focus on Learning Styles
Visual Learners Tools

Focus on Learning Styles
Auditory Learners Tools:
- Attend Class
- or Group Discussions
- Explain Ideas Out Loud
- Listen to Recordings
- Retell Stories
- Hear Self Speak
- Webinars/ Tutorials

Focus on Learning Styles
Auditory Learners Tools

Caution!
- They...
- Watch a Movie
- View a PowerPoint Presentation
- Review Someone Else’s Notes

Repeat:
Visual
Auditory
Read/Write
Kinesthetic

Reading Styles

**Best for Auditory Learners**
- Discuss with others
- Repeat back
- Listen to concept multiple times
- Read notes out loud
- Utilize recordings

*Teaching is highest form of learning*

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**Read/Write Learners Tools**
- Create lists
- Read text or webpage
- Write down directions
- Read handouts
- Read text or webpage

*Focus on Learning Styles*

**Read/Write Learners Tools**
- Condense their notes
- Read paragraph and write a synopsis
- Rewrite their notes several times word-for-word
- Describe diagrams and charts in short, written statements

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**Kinesthetic Learners Learn Best**
- Experience
- Practice
- Simulation
- Repetition

*Kinesthetic Learners Tools*

- Hands-on
- Real life examples
- Practice with samples
- Participate in a group activity
- Use all of their senses
- Watch an exhibition

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**Global vs Sequential**
- Global (Why?)
  - Need “big picture” first
    - Easily confused by lack of context
- Sequential (How?)
  - Need “step-by-step” presentation
    - Easily confused by missing steps
Focus on Learning Styles

Global vs Sequential:

- **Active**
  - Need to participate for best learning
  - Difficulty relating without participation

- **Reflective**
  - Need to think through situation
  - Often linking to similar experiences

Application:

“Patient Counseling” on Bass Guitar

- **Step 1:** Please play the note on the top string at the 3rd fret (G). Then play the note on the second string at the 2nd fret (B). Then play the note on the second string at the 5th fret (D). Then play the note on the second string at the 2nd fret (B). Then play the note on the top string at the 3rd fret (G). Repeat this musical phrase again.

- **Step 2:** Now play the note on second string at the 3rd fret (C). Then play the note on the third string at the 2nd fret (E). Then play the note on the third string at the 5th fret (G). Then play the note on the third string at the 2nd fret (E). Then play the note on the second string at the 3rd fret (C). Repeat this musical phrase again.

- **Step 3:** Finally, play the note on the second string at the 5th fret (D). Then play the note on the third string at the 4th fret (F#). Then play the note on the third string at the 7th fret (A). Then play the note on the third string at the 4th fret (F#). Then play the note on the second string at the 5th fret (D).

  Go back to step 2 and just play it once.

  End by playing step 1 once but add a last note by playing the second string at the 5th fret.

  Repeat if you’d like. Good luck!

Application:

- **Teaching Bass Guitar vs Patient Counseling**
  - How do we currently counsel most of our patients?
    - Albuterol Inhaler
    - Advair Inhaler
    - Glucometer
  - Is this the best way?
    - For ALL of our Patients?
    - For ANY of our Patients?
    - For the Pharmacist?

Summary:

- **Pharmacists Must Lead the Way in Improving Patient Outcomes**

- **Understanding HOW We Learn:**
  - Improves Effectiveness of Communication
  - Tailor Patient Learning Opportunities
  - Assure Optimal Effectiveness in Therapeutic Approaches
Challenge:

Reflect on Your Usual Approaches to Coaching Patients

How Effective are these Approaches?
How Could these Improve?
What Two Changes Could You Implement Right Away?

Learning Styles Assessment:

Please complete provided learning styles assessment