



Dimension 1:  
Reminder Tools



Dimension 2:  
Enhance Communication

MAPS, the Medication Adherence Profiling System, is designed to provide pharmacists with a deeper understanding of the attitudes and beliefs affecting medication adherence. As part of the Boehringer Ingelheim Pharmacy Satisfaction 2009 Medication Adherence Study, the following dimensions of non-adherence were identified.



# A Reference Guide



## Dimension 3: Financial Assistance

### Key issues:

Monetary concerns

### Sample strategies & tactics:

- Q Manufacturer's coupons and rebates
- Q Patient assistance programs
- Q Recommend discussing formulary concerns with healthcare provider during office visit
- Q Generic substitution
- Q Financial incentives



## Dimension 4: Heighten Transparency

### Key issues:

Distrust of healthcare providers

### Sample strategies & tactics:

- Q Internally-developed informational programs
- Q Engage patients on a personal level
- Q Stress empathy
- Q Use e-newsletters, social networking sites, etc.
- Q Explain how medications work
- Q Enhance learning through patient education



## Dimension 5: Promote Regimen

### Key issues:

Not taking medication as prescribed

### Sample strategies & tactics:

- Q Help patients understand/believe in medication
- Q Advocate/reinforce prescribed regimen
- Q Explain benefits of continued medication therapy
- Q Share analogy that demonstrates importance of regimen



## Dimension 9: Demonstrate Efficacy

### Key issues:

Perception that medication doesn't work

### Sample strategies & tactics:

- Q Offer efficacy studies
- Q Provide education on patient's condition and medication regimen
- Q Recommend disease-specific association newsletters
- Q Send patients "informational updates" about their disease and medication
- Q Counsel on the importance of compliance as means of maximizing effectiveness
- Q Direct to appropriate online resources and suggest patient research



## Dimension 10: Allay Concerns

### Key issues:

Negative attributes of medication

### Sample strategies & tactics:

- Q Ask open-ended, probing questions
- Q Practice active listening
- Q Discuss flavorings, liquid/chewable medications, pill crushing or other strategies
- Q As appropriate, educate on the differences between addiction, dependency and tolerance



## Dimension 11: Continue Touchpoints

### Key issues:

Lack of belief in importance of ongoing therapy

### Sample strategies & tactics:

- Q Continually reinforce persistence
- Q Counsel on adverse effects of discontinuing medication
- Q Schedule regular counseling appointments
- Q Stress the role of medication in feeling better
- Q Incentive programs
- Q Recommend manufacturer/support programs

These strategies and tactics are meant to supplement face-to-face counseling. Please note they may not be appropriate for all pharmacy settings and patients.