

# The 11 Dimensions of Non-adherence



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.



## Dimension 1: Reminder Tools

### Key issues:

Memory and confusion

### Sample strategies & tactics:

- Pill boxes, mirror stickers, refrigerator magnets, etc.
- Patient alarms
- Family/friend support
- Consider supplemental telephonic, mail or email reminders
- Incentive programs



## Dimension 2: Enhance Communication

### Key issues:

Perceived ineffective communication

### Sample strategies & tactics:

- Enhance alternative patient counseling methods
- CE programs to increase patient counseling expertise
- Stress empathy
- Suggest questions to ask healthcare providers
- Increase MTM efforts



## Dimension 6: Practice Discretion

### Key issues:

Interpersonal discomfort and social barriers

### Sample strategies & tactics:

- Private counseling (in person or via phone)
- Build trusting relationship
- Practice increased sensitivity to a patient's feelings re: drug or condition
- External social support/ support groups
- Direct patients to credible web sites



## Dimension 7: Empower the Patient

### Key issues:

Perceived negative consequences

### Sample strategies & tactics:

- Identify self-management tools
- Review current medication list for appropriateness of therapy/potential regimen simplification
- Counsel on methods of coping with negative side effects
- Encourage lifestyle modifications (if appropriate)
- Facilitate empowerment through patient support groups
- Provide online patient access to prescription information



## Dimension 8: Confront Avoidance

### Key issues:

Denial and fear

### Sample strategies & tactics:

- Seek commitment to taking prescriptions as prescribed
- Healthcare team should present united front
- Remind patients to alert healthcare team to side effects they experience
- Encourage patient support groups

# A Reference Guide



## Dimension 3: Financial Assistance

### Key issues:

Monetary concerns

### Sample strategies & tactics:

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



## Dimension 4: Heighten Transparency

### Key issues:

Distrust of healthcare providers

### Sample strategies & tactics:

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



## Dimension 5: Promote Regimen

### Key issues:

Not taking medication as prescribed

### Sample strategies & tactics:

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



## Dimension 9: Demonstrate Efficacy

### Key issues:

Perception that medication doesn't work

### Sample strategies & tactics:

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



## Dimension 10: Allay Concerns

### Key issues:

Negative attributes of medication

### Sample strategies & tactics:

- Ask open-ended, probing questions
- Practice active listening
- Discuss flavorings, liquid/chewable medications, pill crushing or other strategies
- 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:

- Continually reinforce persistence
- Counsel on adverse effects of discontinuing medication
- Schedule regular counseling appointments
- Stress the role of medication in feeling better
- Incentive programs
- 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.