

MEDICINES INFORMATION TO SUPPORT CONCORDANCE

– How can patient counselling and written medicines information support patients in their role as partners in medicine-taking?

Background

Concordance or partnership in medicine taking has developed a significant profile in the UK since it was originated in the mid 1990s. There has been some promulgation of the concept worldwide, with interest in Scandinavia and North America. However, developing a higher overall profile internationally would be beneficial.

World Pharmacy Congress

FIP is the global federation of national pharmacy organisations, including the Royal Pharmaceutical Society of Great Britain. The World Pharmacy Congress of FIP is the largest international gathering of pharmacists and takes place every September. There are around 3,000 participants from over 80 countries and the programme has a strong practice-related strand. Leading edge practitioners and opinion formers from around the world present at, and attend, the conference

Proposal

One of the cornerstones of concordant practice is that patients have sufficient usable information provided to them, in order that they can take as full a part as they wish in any consultation about their medicines. It was with this in mind that Professor Marja Airaksinen (University of Helsinki, Finland) and Professor DK Theo Raynor (University of Leeds, UK) put forward a proposal to the Programme Committee for FIP in 2004 for a 2 day symposium based around medicines partnership. As can be seen from the learning objectives and programme overleaf, the 2 days covers a wide range of issues relating to partnership in medicine taking and concordant communications.

FIP Congress is an ideal venue to promote and discuss new concepts in pharmacy practice such as partnership in medicine taking. It is an opportunity to engage leading edge practitioners and opinion formers from around the world in the ideas of partnership in medicine taking. This year it will take place in New Orleans¹

Traditionally each year there is a 2 day pre-congress event taking place immediately prior to the conference proper commencing. Delegates pay an additional contribution to attend these 2 days which this year will be €160 (£110). It is proposed that Joanne Shaw, Director of the Medicines Partnership, takes part in the programme, alongside Professors Raynor and Airaksinen. Financial support from the Medicines Partnership would be in kind, in relation to Ms Shaw's travel, accommodation and time but also requested is a grant to allow subsidisation of the delegate fee to the tune of €60 (£40). Assuming an attendance of 35 delegates, this would amount to €2,100 (£1,400).

See over for learning objectives and provisional programme

¹ <http://www.fip.org/neworleans/programme/bpp.htm>.

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Setting and schedule

- 2 day interactive programme immediately prior to congress²
- Hyatt Regency, New Orleans
- 3rd - 4th September 2004

Learning objectives

At the end of the workshop, participants will be able to:

1. List the key principles on which partnership in medicine taking is based (the concordance model)
2. Outline how pharmacists can use patient counselling to support the concordance model
3. Outline how pharmacists can use written medicines information to support the concordance model
4. Outline how pharmacists can learn and adopt a new approach in patient communication
5. Describe how future developments will further enhance concordance through consumer medicines information and patient counselling

PROGRAM

Day 1 (am):

- Key principles on which partnership in medicine taking is based
- Moderators: Professor Theo Raynor, University of Leeds, UK, Joanne Shaw, Medicines Partnership Taskforce, UK (invited)

Day 1 (pm):

- How pharmacists can use patient counselling and written information to support the concordance model (how the concordance model reflects to patient communication)
- Moderators: Professor Theo Raynor, University of Leeds, UK and Professor Marja Airaksinen, University of Helsinki, Finland

Day 2 (pm):

- How pharmacists can learn and adopt a new approach in patient communication (e.g., social scripts in patient communication; socio-drama in teaching communication skills).
- Moderators: Professor Bonnie Svarstad, University of Wisconsin, USA (invited), Dr. Evelyn Schaafsma, The Netherlands (invited)

Day 2 (pm):

- Enhancing concordance in patient communication through future innovations
- Moderators: Dr. Ines Krass, University of Sydney, Australia and Inka Puumalainen, University of Kuopio, Finland (both invited)

² http://www.fip.org/neworleans/programme/pharmacy_info.htm