

Adherence coaching best practices

Tips for impacting patient outcomes in short conversations

There is now overwhelming evidence to support that using behavioral techniques or adherence coaching when interacting with patients results in improvements in medication adherence and progress on their healthcare goals.

Results can be achieved even when the behavioral conversation is only 3 to 5 minutes in length, providing efficiency in a busy pharmacy. Adherence coaching is particularly useful in clinical interventions such as PIP, MTM or med sync where patient outcomes are being measured.



STANDARD REQUIRED COUNSELING*

- Pharmacist-led, one-way conversation
- Reviews medication side effects and dosage
- Provides required information to meet state regulations
- Pharmacist is the expert

Adherence coaching is different than the standard counseling pharmacists may be used to delivering to patients who are new to therapy.

ADHERENCE COACHING

- Patient-led, two-way conversation
- Expresses empathy to convey an understanding of the reality of the patient's situation
- Assesses patient needs, confidence and knowledge
- Uncovers barriers to medication adherence (cost, fears, etc.)
- Patient as the expert in their life and actions
- Provides pertinent information and resources only after requesting permission from the patient to share knowledge
- Summarizes patient next steps and the action plan that was developed collaboratively

* These are examples of standard clinical counseling requirements and do not constitute the actual list of counseling requirements to which your pharmacy may be subject and must adhere.



Conveying empathy is the single most impactful component to successful behavioral conversations.

EFFECTIVE WAYS TO DEMONSTRATE EMPATHY INCLUDE:

Actively listening to a patient's story or opening statement and then acknowledge the patient's situation with a statement or by paraphrasing

- "I understand that you are ..."
- "I cannot imagine how upsetting it is to ..."
- "I'm so sorry to hear that ..."
- "I am happy that you came in today to share that with me ..."

Using verbal and nonverbal cues or continuers to show empathy and demonstrate that you are listening to what the patient is saying

- Verbal cues include saying "OK," "right," and "mm-hm"
- Nonverbal cues include making eye contact and nodding your head



Gather information using open-ended questions. In behavioral conversations the patient should talk more than the pharmacist.

INSTEAD OF ...	TRY SAYING ...
Do you understand how to take this medicine?	What instructions were given to you for taking the medication?
Do you know why you are taking this medicine?	What did the doctor tell you about what this medication can do? Is that important to you?
Are you aware of the potential side effects of this medicine?	What do you understand the potential side effects of taking this medication to be? How are you prepared to deal with them?
Are you "good" with taking the medicine like you are supposed to?	Do you have a strategy that helps you to remember when to take medications?
Do you have any questions?	Would you mind if I mention an area where some patients run into trouble and some strategies to consider? OR What are your next steps for managing your condition? How can I support you with your plan?



QUESTIONS?

Contact healthmartoperations@mckesson.com.



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