

Improving Over the Counter Medication Safety for Older Adults

Participatory Design: Older Adults

Meeting 2

Part I. Introduction (10 minutes)

Hello and welcome. Thanks for joining us again this week.

Last time we explored the tasks that are difficult and happen frequently when choosing an OTC product. This session we are going to start to brainstorm solutions to some of the most frequent and difficult problems that you helped us to identify in the first session.

Once again we'll be audio recording this session because we don't want to miss any of your comments or input. No names will be used in any reports or publications. Your comments are confidential.

If you have a cell phone, please put it on quiet mode. If you need to take an important call, please step out in the hall and rejoin us as soon as you're able. Feel free to get up for more refreshments if you'd like.

Part II. Review Results from Last Time

- Last time we sorted tasks according to difficulty and frequency
- These were the ones that were rated the most difficult and most frequent
 - o OTC Information (Cognitive)
 - Determine if the OTC medication was safe to take with your prescription medications
 - Determine if an OTC medication was safe to take with your health conditions
 - Find the medication you were looking for amongst the many options to select from
 - Compare different medications that treat the same symptom (e.g., pain)
 - Compare medications that have multiple ingredients in them
 - Feel confident that the medication you chose was the best one for you
 - Feel confident the medication you choose would treat your problem
 - Feel confident that your problem could be treated with an OTC medication rather than going to a doctor
 - o Cost Information (Cognitive)
 - Compare the cost of different medications to find which one was the best deal
 - Determine the unit cost of medications
 - o Layout (Physical)
 - Reach medication that were very high or very low on the shelf
- Biggest Issues seemed to be..
 - o Awareness that not all OTCs are safe (for you and for other older adults as well)
 - o Layout

- Availability/lack of availability of the pharmacist
 - Non-pharmacist accessible resources
 - Determining if OTC is safe (knowledge of medication, tradeoffs with safety, safe with health conditions/rxs)
- Thoughts?
 - Given the top 10, which of these can you do on your own – which of these do you feel like you need help with? (what can we “sell to them” as a reason to go see the pharmacist)
 - Types of information/help can they get on their own? What information might you need to ask a pharmacist for help with?

Part III. Review of Problem Statement

Overall Problem Statement: How do we help the older adult reach a safe decision while shopping for a pain, sleep, or cough/cold OTC in a pharmacy?

Pharmacy personnel Constraints: pharmacist workload, length of consult, available information, layout
Older Adult Constraints: physical (reach, vision) and cognitive (comparing, processing) limitations, time pressure, reluctance to seek pharmacist help

Part IV. Brainstorming

Recognition that Help with OTC Product is Needed

Scenario 1-A (patient thinks all OTCs are safe and picks one)

Questions:

- How would you describe the scene you just saw?
- What do you think was going on in Cindy’s head?

Scenario 1-B (magic happens that makes Cindy think all OTCs might not be safe for her to take)

Questions

- What is “the magic”?
 - What makes Cindy pause and reconsider buying the OTC?
 - How does she recognize that the pain OTC isn’t safe for her?
 - What catches her attention? What does it look like?
 - Signage (words, symbols, colors, location)?
 - Access, physical constraint (pain, sleep, cough/cold meds only)
- *Why might something not be safe for an older adult? (drugs, conditions, age, cognitive impairment)? How could the magic address these things?*

Connection with Pharmacist

Scenario 2- A (Cindy needs help but no one around to help)

Questions:

- What is the pharmacist doing in the video?
- How might this influence Cindy's decision to ask the pharmacist for help?
- What barriers exist that make it difficult for Cindy to connect with the pharmacist?

Scenario 2- B (pharmacist is alerted that patient needs help)

Questions:

- What is "the magic"?
 - o Helpline? Button? Technician comes out?
- How do we create a "magnetic pull" that pulls the pharmacist and Cindy together? (e.g. when you get a prescription you have to talk to the pharmacist in order to pick it up)
- What motivated Cindy to get help from the pharmacist?
- How did Cindy initiate that help?
 - o What could it look like?
- Why was Cindy comfortable initiating help?
 - o What made it easy for Cindy to connect with the pharmacist?
 - o (intervention wasn't intrusive)

Part V. Layout Questions?? (or do we already know what the issues are)

- Physical Location of OTCs in pharmacy (may not bring up at this group)
- Shelf Layout (micro)
- Possible Solutions (macro)
 - o Section specifically designed for seniors
 - o OTC carousel
 - o Move drugs that are more likely to have questions close to the pharmacy

Part VI. Wrap Up – Plan for next time (10 minutes)

Thank you for your participation in today's session. Today our goal was to start to brainstorm possible solutions on how to improve the safe selection of OTCs. Next time we'll bring the ideas you came up with today back to the group and start to think about the pros and cons of each of the ideas.

Our next meeting will be at December 13th from 10-12 again.

Scripts

Recognition that Help with OTC Product is Needed

Scenario A-1

Screen Text

Cindy is having knee pain after gardening all weekend. She doesn't think it's bad enough to call her doctor. She hasn't taken any medication to help with this yet. She also has Cindy has diabetes and high blood pressure. She takes 10 different medications.

She is at the store to look for a medication that can help her feel better.

[Intro: Same footage showing Cindy walking into the pharmacy]

[camera angle: positioned as a waist up shot of Cindy walking into the shot and standing directly in front of the camera. Background: products normally found in a pharmacy, but preferably are not OTC medications; maybe DME supplies]

Cindy

"Oh, ok, it looks like these are the pain medications"

"Geez, there are a lot of options." (sounding overwhelmed) (looks up, around, and down)

[looks at the different options, reaches out to look at one closer, puts it back down]

"These are all kind of the same, just take 2, like all OTCs"

[fade to black: to be continued]

Scenario A-2

Screen Text

Cindy is having knee pain after gardening all weekend. She doesn't think it's bad enough to call her doctor. She hasn't taken any medication to help with this yet. She also has Cindy has diabetes and high blood pressure. She takes 10 different medications.

She is at the store to look for a medication that can help her feel better.

[Intro: Same footage showing Cindy walking into the pharmacy]

[camera angle: positioned as a waist up shot of Cindy walking into the shot and standing directly in front of the camera. Background: products normally found in a pharmacy, but preferably are not OTC medications; maybe DME supplies]

Cindy

"Oh, ok, it looks like these are the pain medications"

“Geez, there are a lot of options.” (sounding overwhelmed) (looks up, around, and down)

[looks at the different options, reaches out to look at one closer, puts it back down]

Magic Happens

Cindy

“Oh, hmm [something catches her attention; acts as if she is seeing/reading something in front of her off screen... maybe this OTC isn’t safe for me?”

[fade to black: to be continued]

Connection with Pharmacist

Scenario B - 1

[fade in]

[camera angle: positioned as a waist up shot of Cindy standing directly in front of the camera]

Cindy

“Hmm.. maybe this OTC medication isn’t safe for me to take, I’m not really sure.. hmmm [puzzled look on her face]

“I could use some help here” [looking around, as if towards the pharmacy, but does not get a response]

[shift to Michelle in the pharmacy working]

[switch back to camera angle of Cindy standing in front of aisle; head on]

Cindy

“Hmmpf... alright, I think I’ll just get this one, it’s probably OK”
[Cindy walks off camera]

Scenario B - 2

[fade in]

[camera angle: positioned as a waist up shot of Cindy standing directly in front of the camera]

Cindy

“Hmm.. maybe this OTC medication isn’t safe for me to take, I’m not really sure.. hmmm [puzzled look on her face]

“I could use some help here” [looking around, as if towards the pharmacy, but does not get a response]

Magic happens

[switch to Michelle getting alerted of the need for help; reuse footage]
[end scene]