

Improving Over the Counter Medication Safety for Older Adults Participatory Design: Older Adults

Meeting 4

Part I. Welcome Statement and Introduction (5 minutes)

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

Last time we reviewed the solutions you brainstormed and then had you evaluate them according to several criteria. The pharmacist group participated in the same activity. After reviewing all the ratings we put together a list of the solutions that were ranked the best by both groups and created one list of solutions. Today we are going to start to bring those ideas to life and start to think about how those ideas might work.

Part II. Presentation of Solutions (10 minutes)

[Review the solutions with image of what icon represents it in powerpoint (also have these printed out and taped to the board)]

- 1) Move pain, cough/cold, and sleep products closer to the pharmacy so they are directly within the pharmacist's line of sight
- 2) Create "Senior OTC Section"
- 3) Remodel the pharmacy "box" to give it a more professional/clinic feel
 - *similar to eye care area*
- 4) Create an "OTC Consult" Window
 - *specific for over the counter questions or signage that would direct customers to where to ask OTC questions*
 - *Older adults indicated that they weren't sure where to go if they had a question, also shows them that pharmacy welcomes OTC questions*
- 5) Signage/shelf talker that alerts older adults that not all OTCs may be safe to take with their other meds and health conditions and that a pharmacist can help
- 6) Spiral chart with medication safety information organized by condition in the OTC aisle
- 7) Signage with a picture of the pharmacist that invites customers to come up to the pharmacy to ask OTC questions
- 8) Improved lighting
 - *(e.g. backlit signage in cosmetic area or rope lights by soap) so OTC boxes can be read more easily*
- 9) Magnifying glass
 - *mounted near OTCs*
- 10) Customer receives a coupon for asking an OTC question
- 11) Customer presses button in OTC aisle to indicate they have an OTC question
 - *(use image of help button and of intercom)*
 - *Light or buzzer goes off in pharmacy to notify pharmacy staff*
 - *Possible intercom*

[Show pictures of layout (have these at end of powerpoint with solutions) – 120, 121, 127, 132]

Part III. Layout Creation (45 minutes)

First we are going to divide you into two teams:

L, E, L

B, J, Apoorva

We've placed in front of you a birds eye view of the layout of the pharmacy – it is simplified but similar to the current layout of ShopKo with the pharmacy area located in a "box" and the pharmacy counters along the back wall. Outside the pharmacy "box" we have several long shelves which is where things like OTCs, makeup, first aid, etc, are currently located.

We would like for you to think of which solutions we presented that would make an older adult more aware that not all OTCs are safe for them (even if it's one they have taken in the past) and make them more likely to talk to a pharmacist. These are the two areas we are going to focus on today. I know in the past we've talked about other issues such as cost of OTCs but today we are going to focus specifically on awareness of OTC safety and connecting older adults with a pharmacist.

Think about the solutions we presented and decide as a group if you think the solution would help to meet the goals and if so where it would be placed in the pharmacy. You can use a couple of the solutions presented here, several of the solutions presented here, or draw or build in other solutions using the materials in front of you. More is not necessarily better.

Think about what an older adult would do and see from the time they walk into the store to the time they talk to the pharmacist.

Keep in Mind:

What would help them recognize that all OTCs are not safe?

What would help them connect to the pharmacist?

As you are working think about how an older adult would react to the way you have placed the solution. What would they see first? Where would they go? What would they do next? We'll have you walk us through what this might look like later today.

[Give groups 20 minutes to create, then have a representative from each from group present what they included in their layout]

[Have each group explain what they put on the layout and why they chose to include or not include different ideas and how those ideas would work together]

[Note to self: Our goal is to generate, critique, and validate ideas with each group]

- Probes:
 - Where should OTC pain/sleep/cough cold aisle be moved?
 - Why did you put "X" there?
 - How would an older adult be directed to the "Senior OTC Section?"

- How can the pharmacy be made to look more inviting/formal/welcoming? Is there a way the issue of privacy could be addressed with this?
- Where will the OTC window be in the pharmacy? How will it be answered in a way that makes you feel it is worthwhile?
- What would be included in a spiral chart and where would it be found? How would you be directed to it?
- *For RPhs: What products would be included in a Senior OTC section?*

Part IV. Sign Creation (30 minutes)

[Review “Magic Happens Video” where Cindy recognizes something might not be safe for her to take – Scenario 1B]

We’d like you to think about what a sign would look like that alerts older adults that not all OTCs are safe for them to take. What could Cindy have seen that made her change her behavior?

Signs often contain 4 parts:

- 1) Signal Word (like Danger, Caution, Warning)
- 2) Description of the Hazard
- 3) Consequences
- 4) Instructions on how to avoid the hazard
 - a. Ex 1
 - i. Danger
 - ii. High voltage wires
 - iii. Can Kill
 - iv. Stay away
 - b. Ex 2
 - i. DANGER:
 - ii. Contains Acid
 - iii. To avoid severe burns, shake well before opening

We have a list of words we’ve given you that may be useful for you to use, or you are welcome to use your own words. Please work with your group on creating a sign that you think would speak to older adults.

Keep in mind we want it to be understood by many older adults, be readable, clear, and encourage an older adult to talk to a pharmacist...

After you create your sign we’ll ask you why you picked the words you did.

Where would you put your sign on the layout?

Part IV. Walk through (20 minutes)

Next, we'd like you to walk us through a scene or scenario of a person walking into the pharmacy who is looking for a pain OTC medication – how would it work? What would they see first? Where would they go? What would they do next?

Part IV. Wrap Up (10 minutes)

Thank you for your participation in tonight's session. Before we go, I'd like to summarize what we learned today. [Summarize]. Please take a moment to provide comments on things we missed or need to be clarified.

The next session will be a joint meeting with the pharmacists on March..