

**Improving Over-the-Counter Medication Safety for Older Adults  
Participatory Design: Pharmacy Personnel & Older Adults**

**Meeting 5**

**Part I. Welcome Statement and Introduction - 5 minutes (6:30-6:40)**

*Group 1 – A, L, J (Facilitator: Michelle – Silver recorder)*

*Group 2 – K, B, L (Facilitator: Jamie – Red recorder)*

*Group 3 – C, B, E, M (Facilitator: Corey – Black recorder)*

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

Last time, you created designs for ShopKo’s Pharmacy layout using the top solutions that were brainstormed in previous sessions.

Since our last meeting, we created a design that includes common features from all of your designs. We also talked with K [give brief update on conversation with K].

This session, we are going to share the design with you then discuss the pros/cons of the prototype we drew. We will also discuss ideas for signage and what specific products might be included in the “senior OTC section”.

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**Part II. Ice Breaker – 10 minutes (6:40 – 6:50)**

Before we start, let’s take a moment to introduce you to each other. Let’s go around the room and have everyone say their name and share something about themselves, for instance, a favorite hobby.

[Everyone will introduce themselves]

[After introductions, Nam and Apoorva will work on consolidating the OTC drug selection information]

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**Part III. Present Prototypes in Large Group & Initial reaction – 20 min (6:50 – 7:10)**

Throughout all our activities today, we want you to remember that each of you represents a different side of the pharmacy staff-patient interaction that occurs in community pharmacies. You each bring a unique and important perspective to this discussion.

[Present Prototype Pictures]

- *Focus on feature description, not reason behind decisions*
- *Michelle will reference 4 ft sections that will be mocked up on the wall*
- (1) Focus Area Picture, (2) Birdseye view, (3) Sketch, (4) Front facing OTC section

- Drugs included in the senior section will be ones considered most safe for older adults

[Hand out the printed images of the prototype. Michelle will also need the features document]

We want to hear your feedback and reactions to this prototype.

Let's go around the room and have each person give an example of one thing they like and one concern they have with regard to the prototype. Please also give a short explanation as to why.

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#### IV. Small Group Prototype Feature Discussion – 40 min (7:10 – 8:00)

Now in the small groups we have you sitting in, let's talk more in depth about each feature.

- Keep in mind...
  - individuals shopping for an OTC may come in with a specific product in mind that they want to purchase (something they've always taken, but may not be taking safely) ~OR~ they may come in with a new problem (not sure what product they will purchase ahead of time)
  - Some people may be very concerned about safety and already taking lots of medications
  - Some people may be in a hurry

[Facilitate in Small Groups (Leaders: Michelle, Jamie, Corey)]

- Bring flipchart and use wipe off board. Facilitator can list ideas.
- Talk about problems feature by feature

##### 1. Countertop & Magnifying glass

- *Do you think this feature would help an older adult purchase a safe OTC?*
  - (safety = no interactions with drugs, health conditions, or age and within usability guidelines of drug)
- *What is the likelihood that an older adult would use this feature?*
  - *Scenarios where they might use it?*
    - *Probe: very concerned about safety, taking lots of meds, poor eyesight*
  - *Scenarios where they might not use it?*
    - *Probe: in a hurry, can't reach it, already familiar with the product*
- *Would an RPh be likely to approach or respond to older adults at this counter?*
  - *Probe: Be a space where older adults feel comfortable talking to an RPh?*
- *What do you think about where this counter and magnifying glass are located?*
  - *Probe: longer counter? What if multiple people are using it? Need to have more than one magnifying glass?*

##### 2. Drug selection in Senior Section

- *Do you think having a senior section with drugs specially selected for older adults would help an older adult purchase a safe OTC?*
  - (Drugs included in the senior section will be ones considered most safe for older adults)
- *What is the likelihood that an older adult would use this feature?*
  - *Scenarios where they might use the senior section?*
    - *Probe: concerned about safety, taking lots of meds, poor eyesight, want pharmacist consult*
  - *Scenarios where they might not use it?*
    - *Probe: in a hurry, want an OTC that is not in the senior section*
      - *Placeholder for unsafe drugs?*
      - *Go back to main aisle?*
      - *Ask pharmacist?*
- *Does having a senior section encourage an older adult to consult a RPh?*

### 3. Category-specific warnings located on OTC sign

- *Do you think organizing OTCs by category and including category-specific warning information would help an older adult purchase a safe OTC?*
- *Would a warning encourage an older adult to consult a RPh?*
- *What is the likelihood that an older adult would use this feature?*
  - *Scenarios where they might use it?*
    - *Probe: very concerned about safety, taking lots of meds, poor eyesight*
  - *Scenarios where they might not use it?*
    - *Probe: in a hurry, can't read it, don't understand it*
- *How would placing warning information on the category sign be helpful? Should it be located somewhere else?*

### 4. Consult desk

- *Do you think this feature would help an older adult purchase a safe OTC?*
- *What is the likelihood that an older adult would use this feature?*
  - *Scenarios where they might use it?*
    - *Probe: very concerned about safety, taking lots of meds, poor eyesight*
  - *Scenarios where they might not use it?*
    - *Probe: in a hurry, can't reach it, already familiar with the product*
- *Would an RPh be likely to approach or respond to older adults at this consult area?*
  - *Probe: Be a space where older adults feel comfortable talking to an RPh?*
- *What do you think about where the consult desk is located and the orientation?*
  - *Probe: What if multiple people need to use it? Wait time?*

#### 5. Footprints/Signage in main OTC aisle

- *Do you think having signage and footprints that direct older adults to the Senior section would help lead to an older adult purchasing a safe OTC?*
- *Would this encourage an older adult to consult a RPh?*
- *What is the likelihood that an older adult would follow the footprints to the senior section?*
  - *Scenarios where they might use it?*
    - *Probe: very concerned about safety, taking lots of meds*
  - *Scenarios where they might not use it?*
    - *Probe: in a hurry, can't read it, don't understand it, ambulating problems, don't see the footprints/sign*
- *What do you think about the location of the signage and footprints – in the regular OTC aisles and leading to the senior section?*

#### 6. Coupon

- [Description: Signage for it in the senior section and the regular OTC aisles, actual coupon located in pharmacy]
- *Do you think having a coupon would encourage an older adult to consult a RPh?*
- *What about this coupon might make it difficult to obtain or use?*
  - *For pharmacists?*
  - *For older adults?*

If time...or if a group finishes before other groups..

[Following the discussion of the features, ask each group for the 3 biggest prototype deal breakers/concerns/problems.]

[List on wipeoff board/flipchart]

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### **Part V. Reviewing Signage Examples – 25 min (8:00 – 8:25) – OLDER ADULTS**

(Michelle and Jamie – silver recorder)

- Get feedback on the name “Senior Section”
  - Probes: Use of the word “senior”?
  - “senior section” or “special senior section” or “senior medications” or “senior OTCs” etc.?
- Get feedback on the name “Consult Area”
  - OTC Consult Area?
  - Consultation Area?
  - Pharmacist Questions?
- Signage in OTC aisles
  - *What would be the “correct” language to include on the sign?*
  - *Is the message of the sign clear?*
  - *Would an older adult read & heed the advice?*

Probes:

- STOP or CAUTION?
- Ask our pharmacist
- “Your” or “our” or “the”?
- Speak with our pharmacist
- Not sure which medication is right for you? Our pharmacist is here to help!
- Check with our pharmacist if that OTC right for you
- “OTC” or “Medication”?

[Other signage not covered today: category-specific warnings, footprints, coupon advertisement, pharmacist welcome sign, shelf-talkers]

### Guidance Questions/Criteria

- **Wording**
    - Readability - *Can you see the words?*
    - Understandability - *Can you recognize/understand the words?*
    - Credibility - *Would you believe the source of the words?*
  - **Design**
    - Color, Graphical design, Contrast, Placement
  - **Effectiveness**
    - *Is the message of the sign clear?*
    - *Would an older adult read & heed the advice?*
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### **Part V. Deciding which OTCs to put in Senior Section – 25 min (8:00 – 8:25) – PHARMACY STAFF (black recorder)**

(Apoorva and Nam will consolidate information during part IV, Corey will lead discussion, focus on types of drugs to be included and things like quantity/dosage form/generic/brand if time. Can use 4’ poster sections to make notes if helpful)

Probe: What about using placeholders for OTCs? – e.g. Benadryl

Last week, we gave you pictures of relevant OTC sections and asked you which OTC’s belong in the Senior OTC Section. Let’s review the similarities and differences between your choices and work toward consensus.

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### **Part VI. Wrap Up - 5 minutes (8:25-8:30)**

Thank you for your participation in tonight’s session.

Now that we have talked about some of the pros and cons of the prototype, we will use this information to create the next draft of the prototype.

Our next meeting will be April 30th.

## Wording for Signage

- Avoid a trip to the ER by asking the pharmacist which medication is right for you
  - “ER” or “hospital”?
- What worked in the past may not work this time. Ask your pharmacist if an OTC is right for you.
- The best things in life are free – Come speak with our pharmacist for a free medication consult today!
- Overwhelmed by the choices? Talk to our pharmacist for a free medication consult.
- What’s familiar is not always safe. Ask our pharmacist if your OTC selection is right for you.
- Better safe than sorry. Speak with our pharmacist before purchasing a medication.
- OTCs can be deadly when not taken appropriately. Ask our pharmacist for a safe OTC recommendation.
- Are you 65 and better? Visit our senior section today!
- Stop by our senior section for a discount on your purchase.
- The safest selection of OTCs are in the Senior Section in our pharmacy.
- The Senior Section has the safest OTC options.
- Need a magnifier? Follow the footprints to our NEW Senior Section.
- Looking for a semi-private place to compare OTCs side-by-side? Our senior section provides a space for this.
- Overwhelmed? For OTC products recommended by our pharmacists, visit our senior section.
- Our senior section carries only the safest and highly recommended products for your convenience.