

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

## **Meeting 2**

### **Part I. Welcome Statement and Introduction (5 minutes)**

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

Last time we explored both the ideal situations that occur during an OTC consult as well things that prevent the ideal situation from occurring. This session we are going to focus on 3 areas in the process where we identified problems and begin to brainstorm solutions to those problems by showing you some video clips.

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. Problem Statements and Scenarios**

For discussion purposes today we simplified the flow chart that we looked at last time to 3 steps: Initiate the encounter, the encounter itself (gathering + analyzing), and making a recommendation. We'll talk about each section individually.

Overall Problem Statement: How do we help the pharmacist and older adult reach a safe decision together within the constraints of the pharmacy environment?

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

### **Initiating the Encounter (35 minutes)**

Problem Statement: The "magnetic pull" that brings the pharmacist and patient together is missing (unlike prescription meds where consult is required). On the patient side, the patient may be unaware that a pharmacist consultation can increase their likelihood of choosing an appropriate OTC drug. There may also be reluctance by the patient to ask for help even if they do recognize the pharmacist could help (lack of privacy, pharmacist looks busy, etc.). On the pharmacist side, pharmacist may not recognize that patient needs help (cannot see patient, or patient does not act like they need help), and even if they do appear to need help the pharmacist may not be able to leave pharmacy due to being the only pharmacist or competing demands.

Is there agreement that these are problems that need to be addressed? Is this the way you would characterize the problems?

How do we create a “magnetic pull” that pulls the pharmacist and patient together?

We are going to show a couple of short clips. In the first clip we are going to show you what might typically happen and then ask you a couple questions about what you saw and heard.

### **Scenario 1-A: Initiate Consult without Invisible Design**

*Questions:*

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

Now we are going to show a second scene in which things happen a little differently.

### **Scenario 1-B: Initiate Consultation with Invisible Design**

*Questions:*

- What did you see that was different between these two scenarios?
  - Magic in the second scenario created the magnetic pull
- What is “the magic”? [write ideas on sticky notes]. Please bring up any ideas you have, even if you aren’t sure they are feasible. Think outside the box.
  - How was the pharmacist pulled to the patient?
  - What characteristics would it have?
  - How would that work?
  - How does the pharmacist know the patient needs help vs. they are just wandering the aisle?

**(5 minute break)**

### **Actual Encounter (Info gathering + analysis) (60 minutes)**

Problem Statement: Pharmacist may not have all the information they need at their disposal.

Is there agreement that this is a problem that needs to be addressed?

How does the needed information get to the pharmacist where/when they need it?

### **Scenario 2-A: Information gathering, Analysis, and Recommendation without Invisible Design**

*Questions:*

- How you would describe what happened in the scene you just saw?
  - What was the pharmacist thinking during the video?

Now we are going to show a second scene in which things happen a little differently.

**Scenario 2-B: Information Gathering, Analysis, and Recommendation with Invisible Design**

*Questions:*

- What did you see that was different between these two scenarios?
  - Confidence level of the pharmacist with her recommendation
- What is “the magic”? [write ideas on sticky notes]. Please bring up any ideas you have, even if you aren’t sure they are feasible. Think outside the box.
  - What could they be looking at together?
    - What is the information the pharmacist is getting?
      - How could they get this information?
    - What characteristics would it have?
      - What does it look like? How could it be presented?
    - What’s the purpose? (questionnaire vs. reference tool?)
- What information do you need/use? Med list? Access to Micromedex? Drug-interaction reports?
  - How often do you use this? (getting at is it worth an investment if it doesn’t come much)
- Who else/how else could the information be gathered?
- When could the info be gathered?
- Where could the info be gathered?

Problem Statement: Pharmacist may make a less than optimally safe recommendation

It’s really impossible for any person to know everything about all the drugs that are out there, and to do the mental computation to compare the safety for that person given all these factors and variables involved like age, health conditions, and other medications.

- Tradeoff between convenient/satisfactory vs. very best option (which might be more time consuming)?
- Possible Additional Probes:
  - How comfortable are you with your knowledge of drug-drug interactions?
  - Do you feel like the recommendations you make would be safe if you ran a drug-interaction report?
  - Do you use drug interaction reports?
  - Do you need list of drugs that interact with OTC?
  - Or is it the med list that you need?
  - Which list do you start with? If any?

**Possible Topics for next time:**

- An exercise that brings the brainstormed solutions together to see if they are compatible? (maybe more appropriate at next session)
- Differences between different types of meds? Cough/cold, pain, sleep

**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.

Now that we have a list of some possible solutions, we will use this information to help us transition to the next phase of the design sessions.

Our next meeting will be December 11<sup>th</sup> at 6:30pm.

## Video Scripts

### Scenario 1 - A: Initiate Consult without Invisible Design

Michelle is a pharmacist who has been taking care of Cindy for some time now. Michelle is a seasoned pharmacist and is wearing a white coat.

Cindy is an older adult who has been going to this pharmacy for some time now and is somewhat familiar with the layout of the OTC products as she has purchased OTCs in the past.

Scene:

*[Cindy walks up to store slightly limping, opens door and walks in]  
[camera angle: towards front entrance of store]*

*[fade to black]*

#### Screen Text/Narrator 1

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

*[fade to camera]*

*[camera angle: Cindy walks up OTC pain aisle slightly limping, scans down aisle until she gets to pain meds]*

**Cindy**

"Oh, here we go"



*[Cindy is looking at OTC pain medications. She picks up and puts down different boxes and holds two products together to compare them.]*

**Cindy**

"I wonder what the difference between these two is."

*[Continues to examine boxes]*

**Cindy**

"Hmm, I wonder if I need help here."

*[Cindy looks up and around to see if there is someone to help her]*

*[Camera angle: shifts to pharmacist behind counter]*

*[Michelle working with her head down. Doesn't look up. Scans prescription bottles (hearing the beep) / picks up telephone and starts talking]*

*[Camera angle: back to Cindy in OTC aisle. Cindy shrugs while looking at products.]*

**Cindy** *(with a heavy sigh)*

"I guess I'll just get this one."

*[Cindy picks a product and limps away to go purchase it]*

*[End Scene]*

## **Scenario 1-B: Initiate Consultation with Invisible Design**

Scene:

*[Cindy walks up to store, opens door and walks in]*

*[camera angle: towards front entrance of store]*

*[fade to black]*

### **Screen Text & Narrator 1**

Cindy is having soreness and muscle aches 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 these aches yet. She is at the store to look for a medication that can help her feel better.

*[fade to camera]*

*[camera angle: Cindy walks up OTC pain aisle, scans down aisle until she gets to pain meds]*

**Cindy**

"Oh, here we go"



*[Cindy is looking at OTC pain medications. She picks up and puts down different boxes and holds two products together to compare them.]*

**Cindy**

"I wonder what the difference between these two is."

*[Continues to examine boxes]*

**Cindy**

"Hmm, I wonder if I need help here."

*[Cindy looks up and around to see if there is someone to help her]*

*[Camera angle: pharmacist is behind counter and working with her head down.]*

Screen Text: \*Magic happens\* (hold on screen for a few seconds)

*[Pharmacist receives invisible signal that customer needs help with OTC]*

**Michelle**

"Oh! Someone needs help with an OTC."

*[Pharmacist leaves the pharmacy counter (goes out of camera view)]*

*[fade to black]*

**Michelle (audio only)**

"Hi, how can I help you select an OTC product?"

**Cindy (audio only)**

"Oh! Thanks for asking. I DO have a question I could ask you."

*[End Scene]*

## **Scenario 2-A: Information gathering, Analysis, and Recommendation without Invisible Design**

Scene:

*[camera angle: pharmacist and Cindy in the OTC aisle in front of pain medications (pharmacist, patient, OTC pain meds in semi-circle facing the camera)]*

**Michelle**

“Hi, how can I help you select an OTC product?”

**Cindy**

“Well I was out working out in my garden all weekend and now my knee hurts. It doesn’t seem like it is bad enough to call my doctor, but I’d like to take something to help with the pain and I’m not sure what would be the best thing for me to take.”

**Michelle**

“Do you take any other medications?”

**Cindy**

“Yea, I take a few things, three different ones for my heart...you know the little white one and then a couple other ones. My daughter fills my med box and....”

*[screen/conversation fades out while Cindy looks at her watch (implying she is in a hurry) and finishes thought to give sense of conversation continuing]*

*[camera angle: direct angle to Michelle face. Michelle making gestures as if she is thinking about/processing what Cindy is saying]*

**Michelle (voice over)**

“I can’t remember if she’s still taking Lisinopril... I remember she has diabetes and a couple other conditions... I think it would be safe to recommend ibuprofen... I don’t think she’s ever talked about stomach problems?? (pause) Is that the phone ringing again?”

*[camera angle: pharmacist and Cindy in the OTC aisle in front of pain medications (pharmacist, patient, OTC pain meds in semi-circle facing the camera). Pharmacist and Cindy are talking but no sound]*

**Michelle (voice over)**

“Geez, I really don’t feel like I have enough information here to recommend something that I know will be safe for Cindy to take.”

## **Scenario 2-B: Information Gathering, Analysis, and Recommendation with Invisible Design**



Scene:

[camera angle: pharmacist and Cindy in the OTC aisle in front of pain medications (pharmacist, patient, OTC pain meds in semi-circle facing the camera)]

**Michelle**

“Hi, how can I help you select an OTC product?”

**Cindy**

“Well I was out working out in my garden all weekend and now my back hurts. It doesn’t seem like it is bad enough to call my doctor, but I’d like to take something to help with the pain and I’m not sure what would be the best thing for me to take.”

**Michelle**

“Do you take any other medications?”

**Cindy**

“Yea, I take a few things, three different ones for my heart...you know the little white one and then a couple other ones. My daughter fills my med box....”

[conversation fades out while Cindy looks at her watch (implying she is in a hurry) and finishes thought to give sense of conversation continuing]

[camera angle: direct angle to Michelle face. Michelle making gestures as if she is thinking about/processing what Cindy is saying]

**Michelle (voice over)**

“I can’t remember if she’s still taking Lisinopril... I remember she has diabetes and a couple other conditions... I think it would be safe to recommend ibuprofen... I don’t think she’s ever talked about stomach problems?? (pause) Is that the phone ringing again?”

[camera angle: Michelle and Cindy in the OTC aisle, view is chest up]

**Michelle**

“Let’s figure out what the best medication would be for you.”  
[fade out]

Screen text: \*Magic Happens\*

[fade in]

[camera angle: pharmacist and Cindy in the OTC aisle, view is chest up.  
They are looking at invisible design at waist height which is off screen, camera shows them talking without sound]

**Transition: blur as if time passes**

**Michelle**

“Okay, based on the other medications that you take, your health conditions, and taking into account possible drug interactions I think the best drug for you to try would be Ibuprofen...”

[Fade to black as Michelle extends hand to reach for product.]

[End scene]