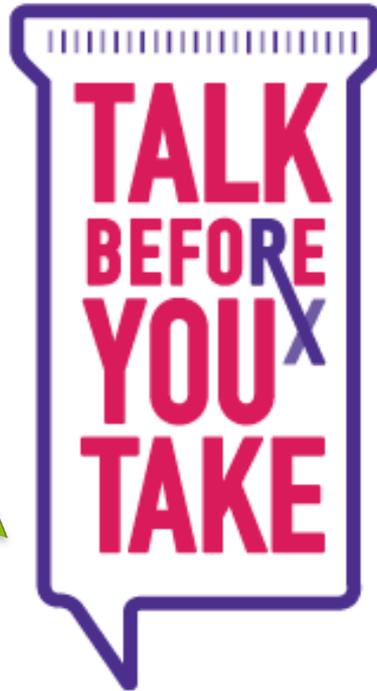


**DISCUSS THE
BENEFITS AND RISKS
OF PRESCRIPTION
MEDICINES**

TalkBeforeYouTake.org

**Community
Education
Promoting
Informed
Medicine Use**

Talk about the
benefits and
risks of
prescribed
medications...



...before a
prescription is
written and filled.

Discussion Today:

- Benefits & challenges of good medicine communications
- Gaps in patient/healthcare provider communications
- 4 key tips & 10 questions to ask about your medicines
- Tools and Resources



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Clarity Can Be Hard to Achieve (on the first go-round)

When healthcare providers convey important information about prescribed medications, there is no guarantee that patients fully understand both the benefits and potential risks of starting the treatment.

How often do we walk out of a doctor's office asking, **"What did the doctor or nurse say again about this medicine?"**



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**"No questions
right now.
Thank you for
your time."**

Patient

OK—I take this medicine 3 times a day. Then if I get nauseous I can..."
What did she just say—and there's a second medicine? Do these two go together? I don't understand...
How much longer is this going to take?
Oh—she just asked if I had questions...
I really need to get going.

"Take this medication 3 times a day. If you get nauseous, you can take it with food, but not after 8:00 pm. Take this second medication twice a day without food, but not before 8:00 am or after 11:00 pm. And that's it. If you have questions, call me."

"Any Questions?"

Doctor

These instructions are pretty straight-forward. Why do I get the feeling that this patient isn't listening? Better ask if he has questions...

Enhanced Medicine Communications: Benefits

Increasing communications can help patients:

- **Understand** medication side effects—for example, which ones, if any, will go away with time and those that may be experienced for the duration of being on the medicine.
- **Avoid** adverse drug reactions.
- **Improve** adherence to medicine regimen(s).
- **Live** healthier lives.



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**What we know
about the
communications
gaps between
patients and
their healthcare
providers**

Lack of Medicine Communications Can Have Negative Health Consequences*

High Rx
Use

- **Nearly half** of Americans take prescription medicines, and more than **20 percent** of Americans take at least three.

Medicines
not taken
as
prescribed

- However, a research survey of 2,000 adults found that only **56 percent** of patients report high to very high adherence to medication regimens (i.e., taking their medication regularly, as prescribed); and

Lack of
medicine
communication

- Approximately **62 percent** of patients were **not aware of any safety warnings** about their medicines.

Serious
reactions

- In fact, **ten percent** of patients unaware of the possibility of a severe side effect actually **experience a serious reaction.**

Lack of Medicine Communications Can Have Negative Economic Consequences



The cycle of medication non-adherence and lack of effective patient-healthcare provider communication about medications has long-term implications, contributing to as much as **\$290 billion** per year in avoidable medical spending or **13 percent** of total healthcare expenditures*.

*New England Healthcare Institute [Research Brief](#): Thinking outside the pillbox: a system-wide approach to improving patient medication adherence for chronic disease. August 2009.



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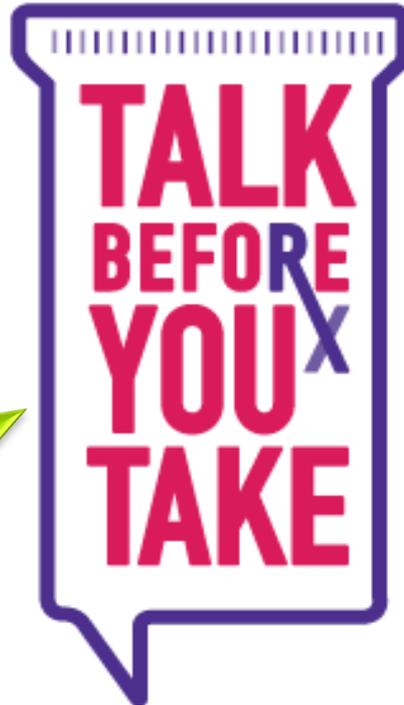
**Addressing the
Gaps:
Engaging in
Conversation &
Asking the Right
Questions**

**Empowering
Conversations**

**Promoting
Dialogue**

**Encouraging
Questions**

**Ensuring
Clarity**



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Addressing the Gaps with Engagement & Conversation

- The **Talk Before You Take** campaign addresses communications gaps and encourages informed patient and healthcare provider engagement and conversation about medicine uses, anticipated benefits and potential risks.
- The research and campaign were developed through a grant provided by the U.S. Food and Drug Administration's (FDA) Center for Drug Evaluation and Research.

**This work was supported by the U.S. Food and Drug Administration, Center for Drug Evaluation and Research under grant number 5U18FD004653-03. The content is solely the responsibility of NCPIE and does not necessarily represent the official views of the Food and Drug Administration.*



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Talk Before You Take: 4 Key Tips

o Four important tips for patients and caregivers to guide conversations with healthcare providers:

1. **Talk to your healthcare provider and ask questions** about the benefits and potential risks of prescription medicines you take.
2. **Tell your healthcare provider about all of the medicines you are taking** — including OTC medicines, vitamins, and dietary supplements.
3. **Tell your healthcare provider about any allergies or sensitivities** that you may have.
4. **Read and follow the medicine label and directions.**



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Talk Before You Take: 10 Key Questions to Ask

1. **What's the name of the medicine**, and what is it for?
2. **How and when do I take it**, and for how long?
3. **What side effects should I expect**, and what should I do about them?
4. **Should I take this medicine on an empty stomach** or with food?
5. **Should I avoid any activities, foods, drinks, alcohol**, or other medicines while taking this prescription?



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10 Key Questions to Ask, continued

6. **If it's a once-a-day dose**, is it best to take it in the morning or evening?
7. **Will this medicine work safely with other medicines I'm taking**, including over-the-counter-medicines?
8. **When should I expect the medicine to begin to work**, and how will I know if it's working?
9. **How should I store it?**
10. **Is there any additional written information I should read** about the medicine?



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Additional Resources

Downloadable
“Pocket
Guide” of Tips
& Questions

Videos

Resources for
consumers &
healthcare
professionals

Posters



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