

Evaluating Patient Preferences of Patient Information Leaflets

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BACKGROUND

- ◇ Patient information leaflets serve as a vital communication tool between healthcare providers, pharmaceutical manufacturers, and patients.
- ◇ While patient information leaflets have proven to be a valuable resource, challenges such as information overload, language barriers, and limited health literacy still exist.
- ◇ Infographic PILs use pictures and condensed text to improve understanding and interest.
- ◇ Future research should focus on innovative ways to make medication guides more patient-friendly to improve patient comprehension and adherence.

OBJECTIVE

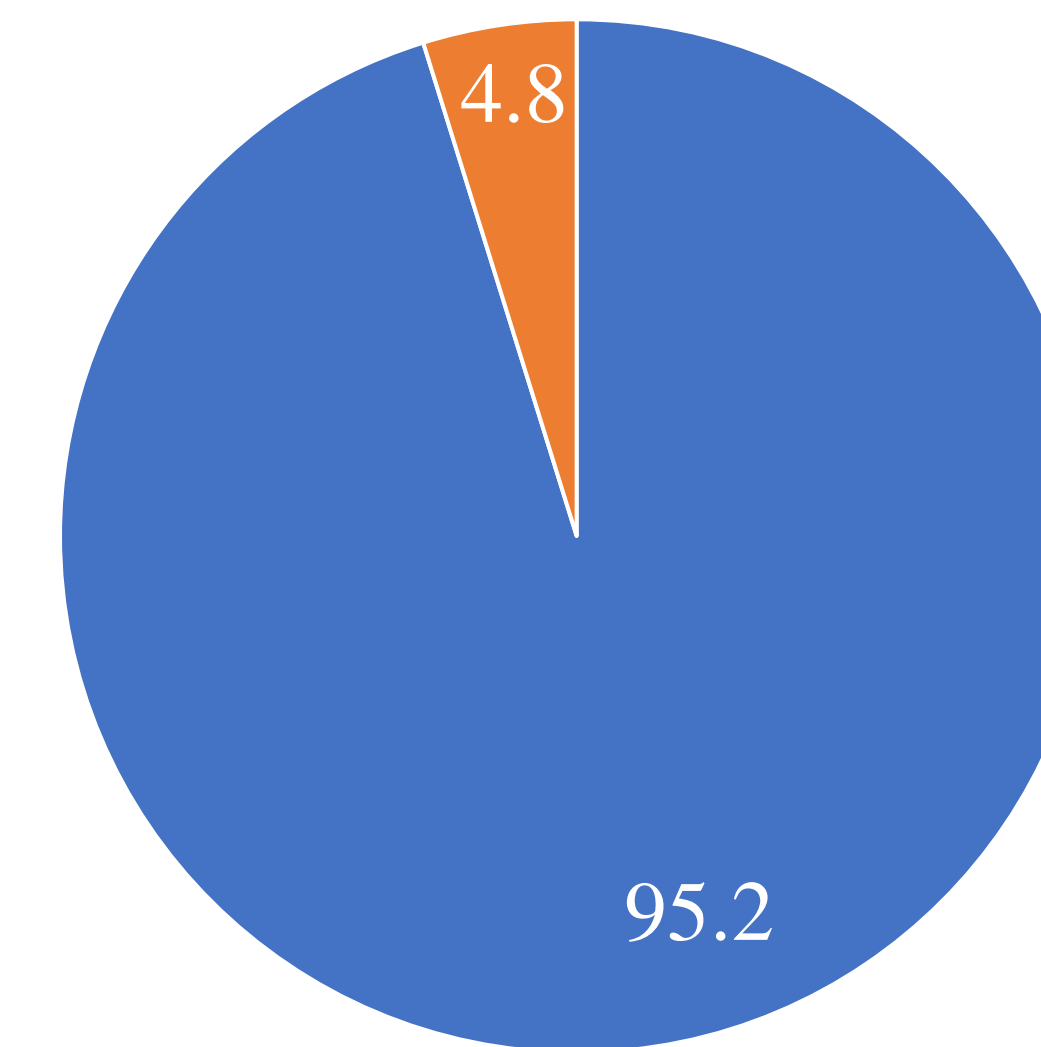
- ◇ To compare and assess infographic PILs and conventional PILs based on the 4 C's: cosmetics, convenience, content, and credibility.

METHODS

- ◇ Participants: 62 participants were randomly selected at Medicate Pharmacy.
- ◇ Intervention: Participants were randomized to receive PILs in two forms; existing or infographic.
- ◇ Participants in control (existing PILs) and intervention (infographic PILs) groups were randomly assigned to 1 of 4 PILs (atorvastatin, lisinopril, metformin, and sertraline).
- ◇ Participants answered 6 medication information questions, and were then given both PIL formats to compare based on the 4 C's.

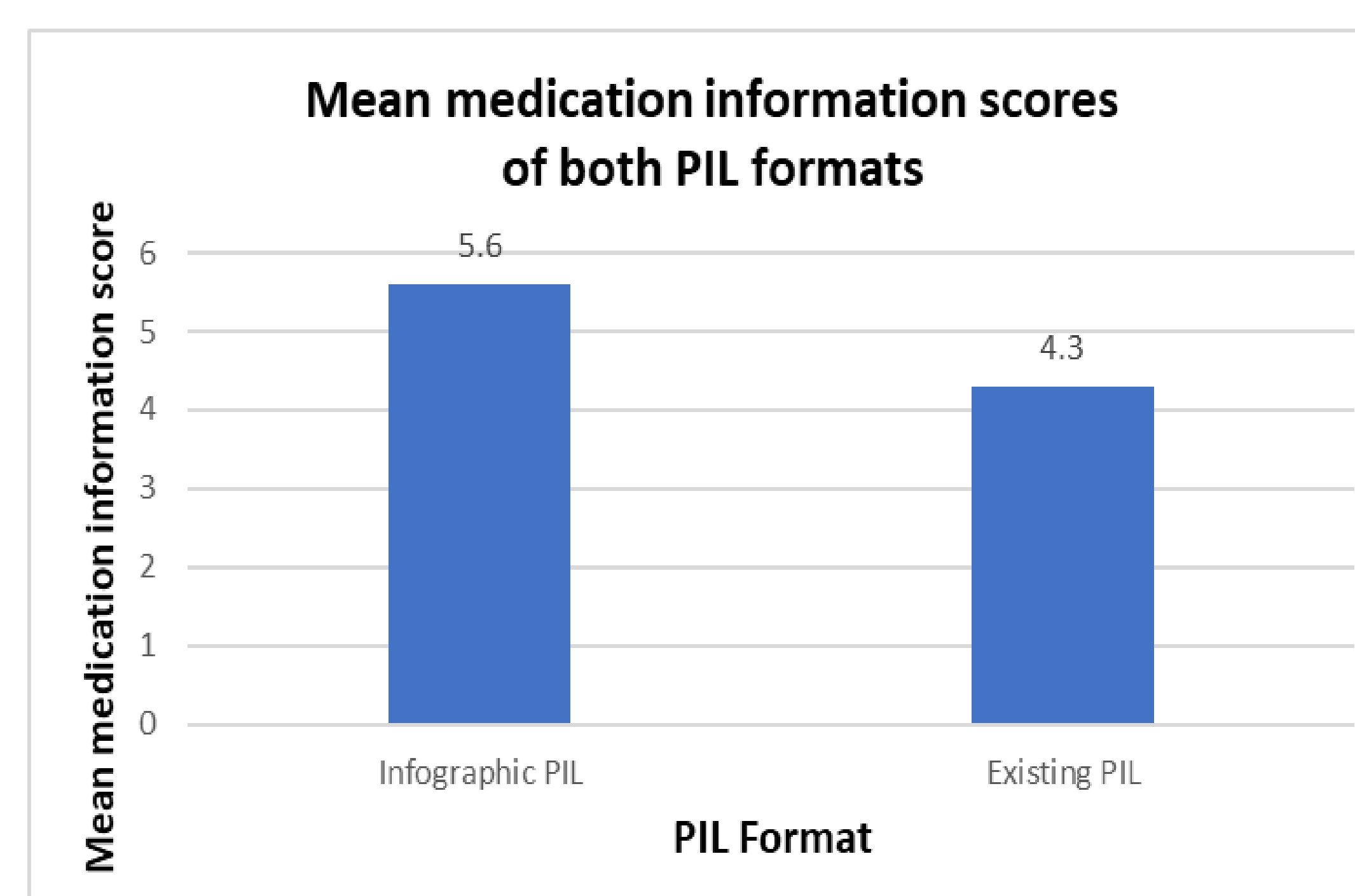
RESULTS

- ◇ The majority of participants preferred infographic PILs, and there was a statistically significant difference in preference rates between infographic and existing PILs.
- ◇ 95.2% preferred infographic compared to 4.8% for existing PIL as shown in Figure 1 below.



■ Infographic ■ Existing PIL

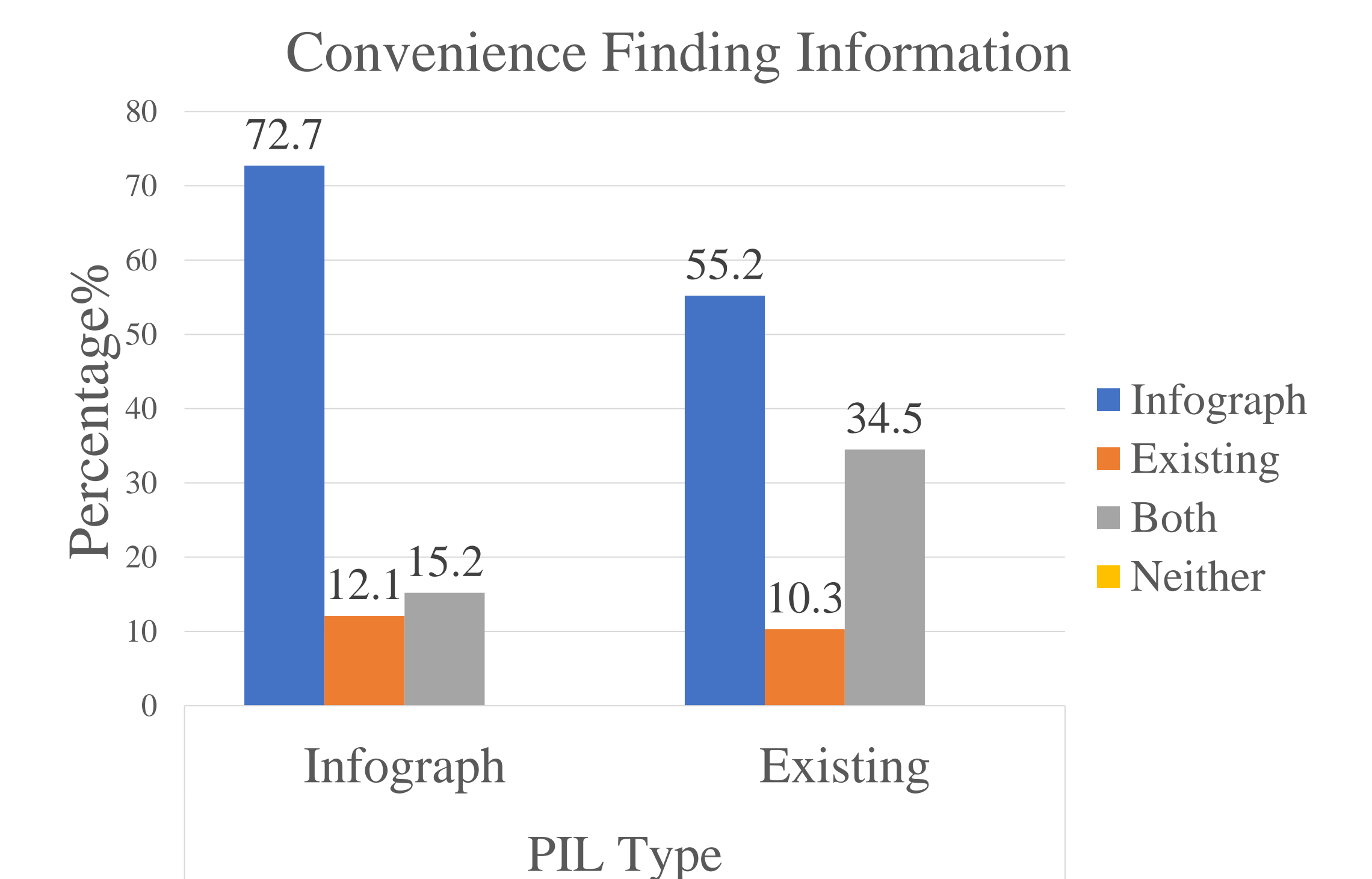
- ◇ Age, gender, education level, and health literacy are demographic characteristics that did not have statistically significant correlation with preferences for PIL formats.
- ◇ Participants who received existing and infographic PIL forms had significantly different drug information scores, according to statistical analysis.
- ◇ Participants who received infographic PILs had a considerably higher mean drug information score than those who received standard forms as shown in Figure 2 below.



- ◇ Participants favored the infographic PILs for cosmetics, convenience, content, and credibility.
- ◇ A majority of participants preferred to get PILs in printed form instead of digital mode.
- ◇ Due to the pharmacy's high patient retention rate, there were difficulties in recruiting participants.

DISCUSSION

- ◇ The study's conclusions are consistent with other studies, emphasizing the benefit of infographic patient information leaflets (PILs) for increasing preference and comprehension.
- ◇ Past studies show graphic and eye-catching PILs helps patients understand information before making decisions.⁹
- ◇ Figure 3 below shows that participants with both existing and infographic PILs found the infographic more convenient.



- ◇ The findings shows the significance of using tailored communication strategies to meet the various requirements and preferences of patients.

REFERENCES

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