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.

◊ 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 help patients understand information before making decisions.
◊ Figure 3 below shows that participants with both existing and infographic PILs found the infographic more convenient.

REFERENCES


Figure 1: Preference rates for infographic compared to existing PILs.

Figure 2: Mean medication information scores of both PIL formats.

Figure 3: Convenience finding information.