

A community pharmacy text messaging intervention to support medication taking. Who does it work for, and in what circumstances?

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The Problem

- Up to half of people with long-term conditions (LTCs) do not take their medicines as prescribed
- We have designed a new intervention to support medication adherence which combines:
 - Community pharmacy support
 - Two-way automated text messaging, delivered using a persona called 'Alice'
- The intervention was designed using a narrative synthesis systematic review and a series of co-design focus groups with GPs, nurses, pharmacists and patients
- This study aimed to test this new intervention using 'live' prototyping of the entire intervention as suggest in the IDEO.org model of Human Centred Design

The Approach: Live Prototyping

Personalisation questionnaire

-funded and supported by
NIHR
National Institute for
Health Research

Alice

University of
Sunderland

Welcome from Alice

IMPORTANT INFORMATION: This questionnaire is an example for use in a research study. References to the pharmacy for the purposes of the study will actually be the University of Sunderland.

Alice would like to help you with your medicines. To do this, Alice would like to know more about you.

We will start by asking you some questions about your mobile phone and your medical conditions. After that there are some questions about what you think about your medicines at the moment.

When you have finished, give the form to one of the pharmacy team. The pharmacist will then take you into a consultation room to get you set up with Alice.

Pharmacist Consultation



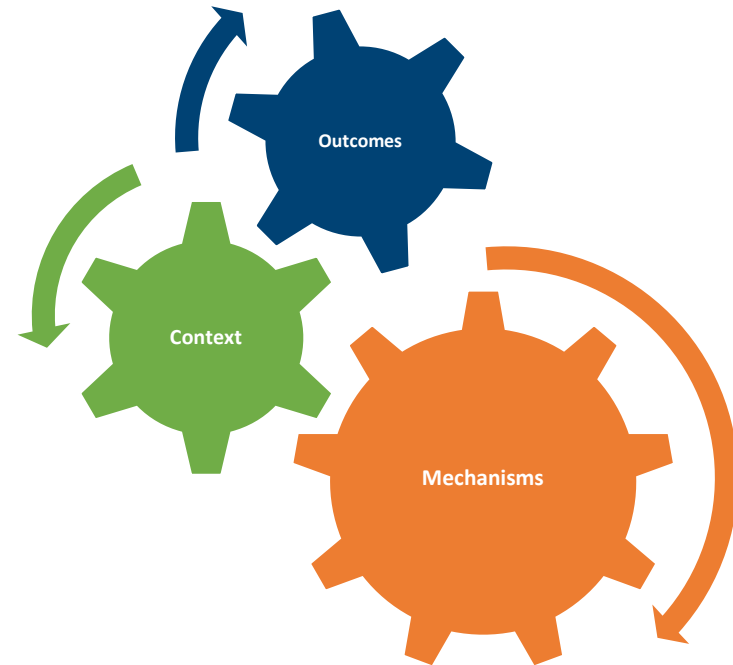
Information Leaflet

Hi, thanks for getting in touch. Let's get started. Alice x

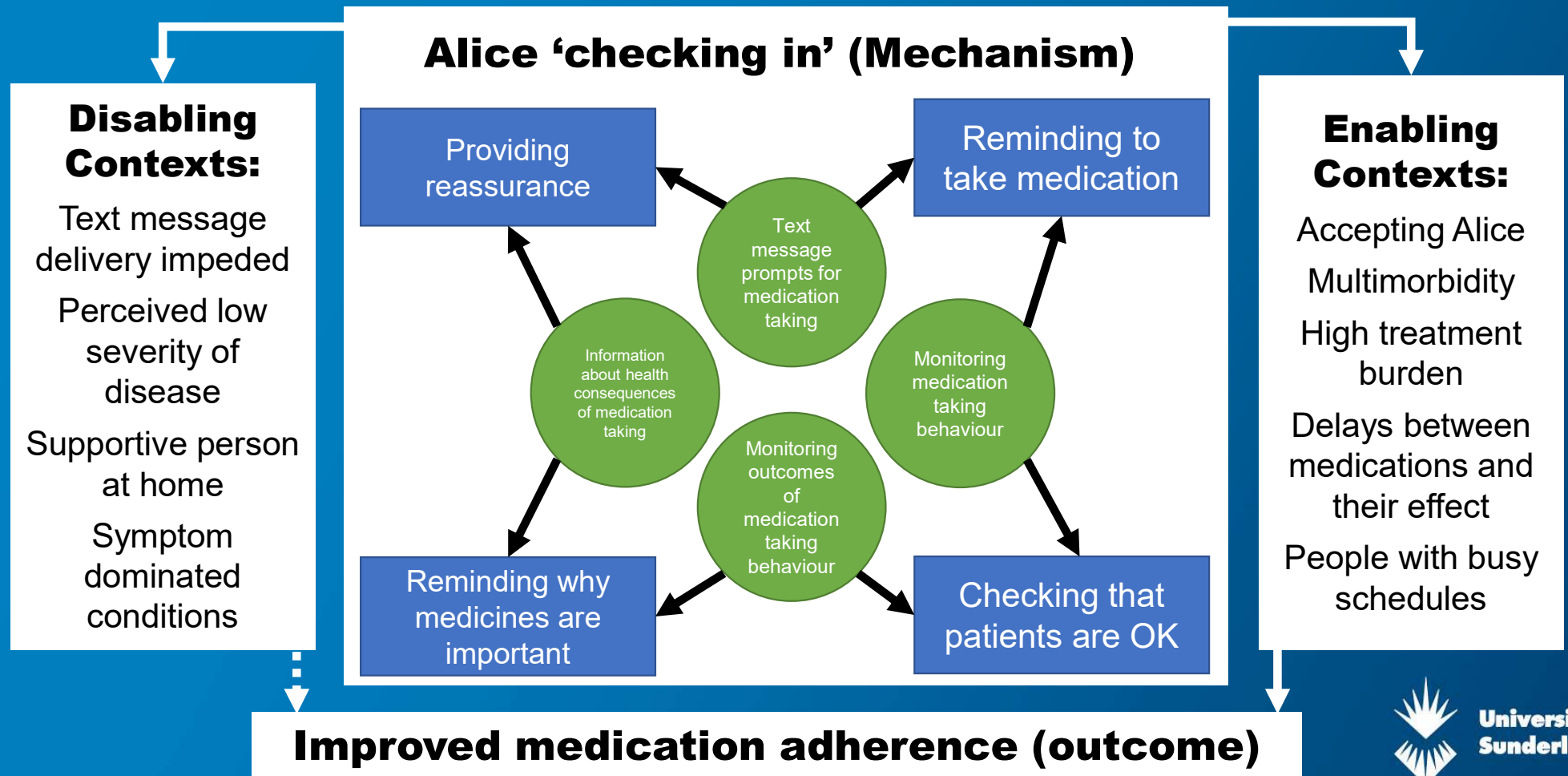
This booklet is for patients who have signed up to receive text messages from Alice. It contains some frequently asked questions on how to interact with Alice and get the most from her advice

The Approach: Data Analysis

- Realistic evaluation promotes the identification of the contexts, mechanisms and outcomes which interplay in complex interventions (Pawson and Tilly, 1997)
- By identifying these elements within an intervention, we can develop our understanding of what interventions work for whom, and in what circumstances
- The aim is to develop and test a programme theory for *how* an intervention works



Findings: Realist programme theory for 'Alice'



Implications

- This study allowed us to further develop our programme theory for this intervention
- Some of what we have found may be transferable to other digital communication interventions
- This intervention is unique in designing a two-way automated text messaging programme for use in multimorbidity, but these patients may benefit most
- A better understanding of our programme theory will allow for a future feasibility study design which collects data which provides evidence for both whether this intervention works, but how it works, for whom, and in what circumstances
- Ultimately, we need a variety of interventions to support medication adherence, one size will never fit all

Acknowledgements

We would like to thank:

- All the patient participants who took the time to be involved in this study
- Simple Telehealth for supporting the delivery of the text messaging component of the study

- For more information about the project, please email me: Gemma.Donovan@sunderland.ac.uk
- For more information about Simple Telehealth visit <http://www.simple.uk.net/>

Gemma Donovan is funded by a National Institute for Health Research (NIHR), Doctoral Research Fellow for this research project (DRF-2016-09-163). The views expressed are those of the author(s) and not necessarily those of the NHS, the NIHR or the Department of Health and Social Care.