

PHARMACY INCENTIVE PROGRAM

The Magician

One of the common questions about improving adherence that continues to be asked is “How do I improve?”

Another popular statement is simply -
“Tell me what to do.”

Today I want to share with you a strategy that may seem somewhat unorthodox.

This is a strategy that we can learn from a magician.

I call it the Magician’s Principle.



When we look at adherence, we need to keep this concept in mind:
Adherence can vary within the same person from one medication to the next.

I expect that we can all bring to mind examples of patients that are adherent to their thyroid medication, but not their blood pressure medication. What about a patient that is adherent to their osteoporosis medication but not their cholesterol medication? We could make quite a list if we took the time. Let’s simply keep in mind that patients can be more or less adherent to one medication over another.

Now, let’s see what we can learn from the magician.

I absolutely love being amazed by a good magician. I also like to see how their illusions are performed. Often it is by sleight of hand or misdirection. Magicians will focus your attention somewhere, while a switch is taking place elsewhere.

Sometimes we need to focus our attention on non-adherence elsewhere to get the primary result we are looking for – namely an improvement in adherence in one of the three targeted categories of medications. **This is the Magician’s Principle.**

In my conversations with pharmacists and their teams, medication cost often comes up as a reason for non-adherence. That is a valid point and concern, but keep in mind that it doesn’t have to necessarily be the cost of the targeted drug in the P4P program. It

could be a different medication all together. That is where you can work with the patient to make sure that their condition is being well controlled on a less costly option.

And it doesn't have to be cost related either. You could have a situation where helping a patient resolve medication side effects could allow that person to take the measured medication appropriately.

So, take a moment today and login to EQuIPP™. Check out your OUTLIERS on the MY PROGRAMS page and see if any of those patients are having issues with other medications as well. You may just find that the Magician's Principle may be a possible solution.

Keep pushing forward! You are making a difference in the lives of the patients you serve.

Until next time –

Jesse McCullough, PharmD
Director, Quality Programs at PQS

Submit your questions through the link below. We look forward to hearing from you!

[SUBMIT YOUR QUESTIONS/SUGGESTIONS](#)

