

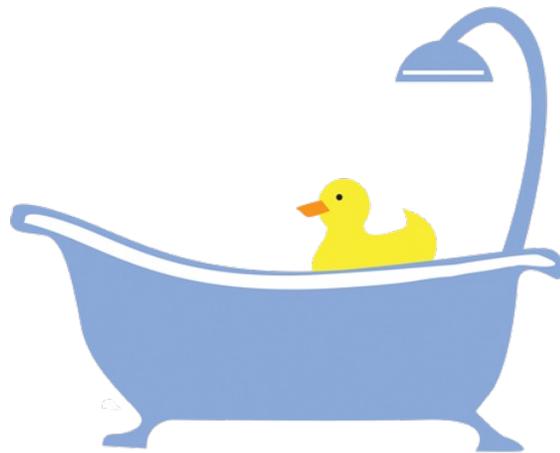
PHARMACY INCENTIVE PROGRAM

A Change of Perspective

Welcome back after what I trust and expect was an enjoyable Thanksgiving weekend.

Today, I want to share with you a lesson that I learned at a conference last month.

I was at a conference in Orlando, FL last month where one of the speakers was a former executive at the Walt Disney World resort. He told many stories from his career, one of which was about leading the staff at the resorts.



Disney World has over 30,000 guest rooms which could translate to 30,000 families on any given day looking for an experience different from what their everyday lives are like. One of the basic expectations is a clean room to stay in. The speaker pointed out that even if they did that 99% of the time, there would still be 300 families that would be disappointed.

He went on to tell stories about training with the housekeeping staff. As you can imagine, an executive training with the housekeeping staff is likely full of opportunities for learning and frustration. He admitted to being slow and being corrected about making beds and cleaning floors. At one point, he asked the housekeeper training him what her secret was. To his surprise, she responded by telling him that she sits in the bathtub.

Now with the volume of work to be done, why would this housekeeper take the time to sit in the bathtub? Surely, she is able to develop processes and routines to become speedy and effective.

She went on to tell him that she sits in the bathtub so that she sees the room from the guest's perspective. It's a change of perspective.

So here is a great lesson for us to consider. When addressing adherence with your patients, take a moment to consider their perspective.

How important is adherence to your patient? If it isn't very important, should you be

surprised when they aren't taking their medication correctly?

If your patient perceived the medication as causing more harm than good, would you be surprised that they don't take it?

As you are working on adherence today and this week, take a moment to consider and inquire about how your patients perceive their medications. You may just open the patient up to more solutions and better health.

Where do you start with this? Why not the next patient you speak to? If you want to find someone right away, login to EQuIPP™, click the MY PROGRAMS tab and look at your OUTLIERS. See what perceptions you can identify from your patients.

Until next time –

Jesse McCullough, PharmD
Director, Quality Programs at PQS

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