

CASE STUDY

Me and My Medicines

Improving the uptake of structured medication reviews

Supported by Health Innovation East Midlands, Radford and Mary Potter Health Centre promoted the Me and Medicines materials to their patients to encourage uptake of structured medication reviews.

Using translated campaign materials – both written and audio – we encouraged almost twice as many patients as previously, to book for their medication reviews.

Radford and Mary Potter Health Centre is part of PCN 4 in Nottingham. 46% of the PCNs resident population are from Black and Minority Ethnic groups. 66% of the population are classed as the most deprived 20% of the population in England. Both statistics are above the Integrated Care Provider (ICP) and England's national average.

What we did:

HIEM provided:

- practice information sheets
- a 'stopping your medication' guide
- a patient invitation letter for a medication review, detailing what it involves and how the patient may wish to prepare

Which are available in nine different languages:

- Arabic,
- Bengali,
- Gujarati,
- Polish,
- Punjabi Gurmukhi,
- Punjabi Shahmukhi,
- Romanian,
- Somali and
- Urdu

**Increasing
uptake of
Structured
Medication
Reviews by
more than
87%**

Each document has a QR code that leads the patient to an **audio version** of the document in their chosen language.

Outcomes:

The Me and My Medicines documents were promoted in:

- the PCN 4 GP practices
- local community pharmacies
- by attaching the Me and My Medicine invitation for a medication review to the PCN's AccuRx SMR invitations
- a networking meeting with all clinical staff
- community groups, via social prescribers.

An
increase
of 87.5%

Results:

Baseline SMRs completed 3 weeks <u>prior</u> to implementation of HIEM documents	SMRs completed <u>after</u> the implementation of HIEM documents
24	45

Next steps:

- Continue to use and promote the documents in the Me and My Medicines campaign
- Re-audit the project in April 2024.
- Planning to create a video showing patients how to use the QR code using interpreters and having a demonstration using sign language for patients with a hearing impairment.
- Improve documentation of our patients' preferred language so that we can arrange the appropriate interpreters and send out information to patients in their chosen language.
- Print and post the translated information to patients who have no access to smart phones.

Contact us

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