

# Patient Education Partnership with BeMedWise

**Dr Irene FERMONT, MD, MSc**

ISOP ISRAEL Chairman

With the great support of

**Deborah Davidson**

Director of Special Projects,

BeMedWise Program at NeedyMeds

# BeMedWise Program

Promoting the safe use of medicines through trusted communication for better health

- Website re-launched in 2017 by National Council on Patient Information and Education (NCPIE - Est. 1982)
- **Trusted educational resources** for patients, caregivers, healthcare professionals and the general public.
- Building a **network of national and international partners** and stakeholders

## Consumer Organizations



## Business Organizations



## Healthcare Professional Organizations

- American Association of Colleges of Pharmacy

- American Pharmacist Association

- ISOPIsRAEL

- The Gerontological Society of America

- U. S. Pharmacopeia Convention

- National Association of Nurse Practitioners in Women's Health



## Government Agencies & NGO

- Food and Drug Administration**
- Agency for Healthcare Research and Quality
- California State Board of Pharmacy
- National Association of Boards of Pharmacy

# BeMedWise flagship campaigns



Discuss the Benefits and Risks of Prescription Medicines

**TALK  
BEFORE  
YOU  
TAKE**



- HOME
- ABOUT
- PATIENTS
- HEALTHCARE PROVIDERS
- MEDIA



## Welcome to TALK BEFORE YOU TAKE

### Featured Videos



### Just Released!



"Talk Before You Take"—a simple message that conveys the importance of talking about the benefits and risks of prescribed medications before a prescription is written and filled. When healthcare providers convey





**DISCUSS THE  
BENEFITS AND RISKS  
OF PRESCRIPTION  
MEDICINES**

[TalkBeforeYouTake.org](http://TalkBeforeYouTake.org)

**Community  
Education  
Promoting  
Informed  
Medicine Use**



**What we know  
about the  
communications  
gaps between  
patients and  
their healthcare  
providers**

in  
USA

# Lack of Medicine Communications Can Have Negative Health Consequences\*

High Rx  
Use

- ~50% treated with prescribed drug ,
- **20%** >3 drugs

Medicines  
not taken  
as  
prescribed

- **56% of patients** : high to very high adherence

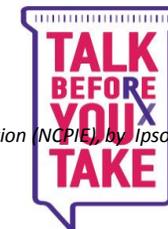
Lack of  
medicine  
communi-  
cation

- **62% patients** not aware of any safety warnings

Serious  
reactions

- **10% patients** unaware of possible severe side effect actually **experience a serious reaction.**

\* 2014 survey of 2,000 consumers conducted for the BeMedWise Program at NeedyMeds, formerly known as the National Council of Patient Information and Education (NCPiE), by Ipsos Healthcare with input from the FDA and the Center for Drug Safety and Effectiveness (CDSE), Johns Hopkins Bloomberg School of Public Health



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# Lack of Medicine Communications Can Have Negative **Economic** Consequences



Medication non-adherence  
+  
lack of effective patient-healthcare communication  
↓  
**\$290 billion** per year  
**13 percent** of total healthcare expenditures\*.

\*New England Healthcare Institute [Research Brief](#): Thinking outside the pillbox: a system-wide approach to improving patient medication adherence for chronic disease. August 2009.



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## Additional Resources

Downloadable  
"Pocket  
Guide" of Tips  
& Questions

Videos

Resources for  
consumers &  
healthcare  
professionals

Posters



[TalkBeforeYouTake.org](http://TalkBeforeYouTake.org)



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ISOP ISRAEL 1<sup>st</sup> application of BeMedWise documents

**SUPERPHARM AND MAYANEI HAYESHUA**

# BE SAFE

## TALK TO YOUR PHARMACIST

You are treated with blood thinning medication called anticoagulants:  
Coumadin, Clexane, Pradaxa, Xarelto, Eliquis

Do you fully understand  
The benefits and the potential risks of your medications?  
TO BE AWARE IS TO BE SAFE  Talk to your Pharmacist

- ✓ Medications can save life, cure diseases, lessen pains.
- ✓ Life expectancy have considerably increased, thanks to medications.
- ✓ Anticoagulants, especially, are very powerful and life-saving medications intended to fluidify your blood.
- ✓ You are treated certainly because EITHER you had OR you are at risk to have a blood clot.
- ✓ Each patient has his own reaction to his/her treatment.
- ✓ A small percentage of patients could experience a negative reaction as a side effect.
- ✓ You can prevent or minimize the side effects with a few simple steps in talking to your pharmacist.

Benefit

Indication

Individual risk

## 4 IMPORTANT TIPS TO START DISCUSSING WITH YOUR PHARMACIST

- 1- Ask questions about the benefits and potential risks medicines you take.
2. Tell your pharmacist about **ALL THE MEDICINES YOU ARE TAKING** —including over-the-counter medicines, vitamins, and dietary supplements.
3. Speak about any **allergies or reactions** you experienced now or in the past
- .4. Read and follow the medicine label and directions.

## THE 10 QUESTIONS YOU SHOULD KNOW THE ANSWERS

You are not sure? Ask your pharmacist (or your health care provider)

- ❖ Why do I have to take this medication? what is it for?
- ❖ Will this medicine work safely with any other medicines I'm taking, or that I should avoid, including OTC?
- ❖ How and when do I take it, in the morning or the evening, with or without food and for how long?
- ❖ With Coumadin, how often should I do my blood check called INR?
- ❖ With Coumadin, what is the INR that shows that the medicine works well?
- ❖ Is there food that I should avoid?
- ❖ What side effects should I expect, and what should I do about them?
- ❖ What are the 1<sup>st</sup> symptoms of side effects which should led me to go directly to the doctor?
- ❖ My anticoagulants treatment has changed recently? do I know when I stop one and start the 2<sup>nd</sup> one?
- ❖ I have a small intervention tomorrow ie my dentist, what should I tell him ?

# Thank You



- Rich Sagall, MD, President and Founder, NeedyMeds ([www.needymeds.org](http://www.needymeds.org))
- Deborah Davidson, BeMedWise at NeedyMeds, Director of Special Projects ([www.bemedwise.org](http://www.bemedwise.org))
- W. Ray Bullman, BeMedWise Adviser Emeritus



**Spread education material**

**Ministry of Health**

**Kupot Holim HMOs**

**Industry**

**Hospitals**

**Pharmacy**

**Community**



**Translation**



**« Dare to Dream »**