

Eye Drop Compliance Campaign to Achieve Medicines Optimisation in Ophthalmology

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Background

The pharmacy-led #knowyourdrops eye drop compliance campaign was launched in summer 2016 to promote and encourage eye drop compliance, provide support to patients/carers and staff regarding best eye drop techniques, and demonstrate a range of compliance aids and review their benefits for individual patients.

Support for eye drop techniques and compliance aids is often poorly considered or overlooked outside specialist ophthalmic units compared with inhalers, for example, where repeated time is usually spent assessing, reviewing and supporting technique. Continual eye drop technique support is essential however, since treatment does not always improve sight (often a motivator to use drops correctly) but can prevent disease progression (for example glaucoma). In glaucoma, up to 50% patients are not compliant with treatment¹.

With many patients having poor dexterity or vision, aiming eye drops correctly at the correct angle or squeezing plastic containers can be challenging. Furthermore, some patients perceive asking for support as wasting clinical time; others feel embarrassed to admit they cannot administer drops correctly or easily; and others do not realise that they have poor technique. Overall, this can result in poor clinical outcomes or lead to financial losses with excessive dispensing due to patients using several drops at a time to administer one drop accurately. Furthermore, polypharmacy can potentially be avoided if techniques are correct in the first instance.

All our patients are reviewed and counselled on eye drop compliance and techniques, and continual support assessment is vital to aid compliance as a multidisciplinary team. The Public Health Outcomes Framework describes how health campaigns, building eye care pathways around the needs and experiences of patients, and improving concordance are essential to prevent sight loss and NICE specifically recommends supporting compliance². The pharmacy and clinical directorate team therefore decided to raise awareness of compliance and eye drop techniques, offer enhanced support and reduce barriers to good compliance techniques and treatment failures through the #knowyourdrops campaign. The International Glaucoma Association (IGA) greatly supports this since eye drop compliance, especially for glaucoma, is key for effective outcomes².

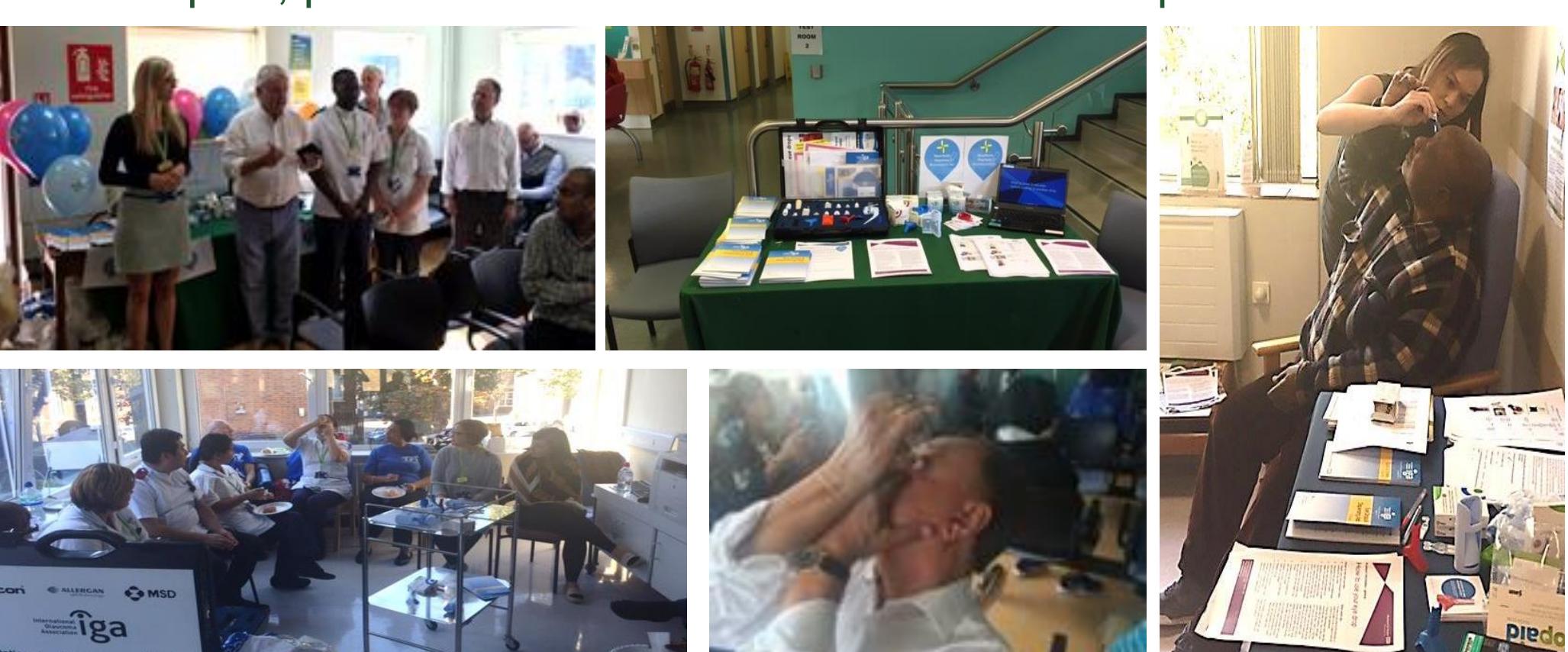
Aim and Objectives

To achieve medicines optimisation in ophthalmology through eye drop compliance support

- To promote, encourage and support best eye drop techniques
- To raise awareness of why using eye drops correctly is essential
- To educate patients, carers and health professionals on various compliance aids

Campaign Format

- one-day advertised event held throughout clinic/daycare session
- advice & information on trust's website and Twitter - including useful online video and opportunity to live tweet compliance-related questions
- engagement with local clinical commissioning groups, GPs, community pharmacy partners and local eye networks
- eye catching and welcoming patient-facing stand
- information, video
- compliance aid demonstrations using the IGA Compliance Suitcase
- Lead consultant introduces the day talking about compliance and eye drop techniques to all patients/carers, inviting everyone to talk to us for a review and advice
- clinician/nursing patient referral throughout the day
- engagement with patients/carers within clinical area
- encourage compliance-related discussion, demonstration, education and assessment
- integration within the unit to raise awareness to support compliance
- review treatments/side-effects related to compliance issues
- deliver interactive lunchtime workshops to all staff about best eye drop techniques, patient assessments and available compliance aids



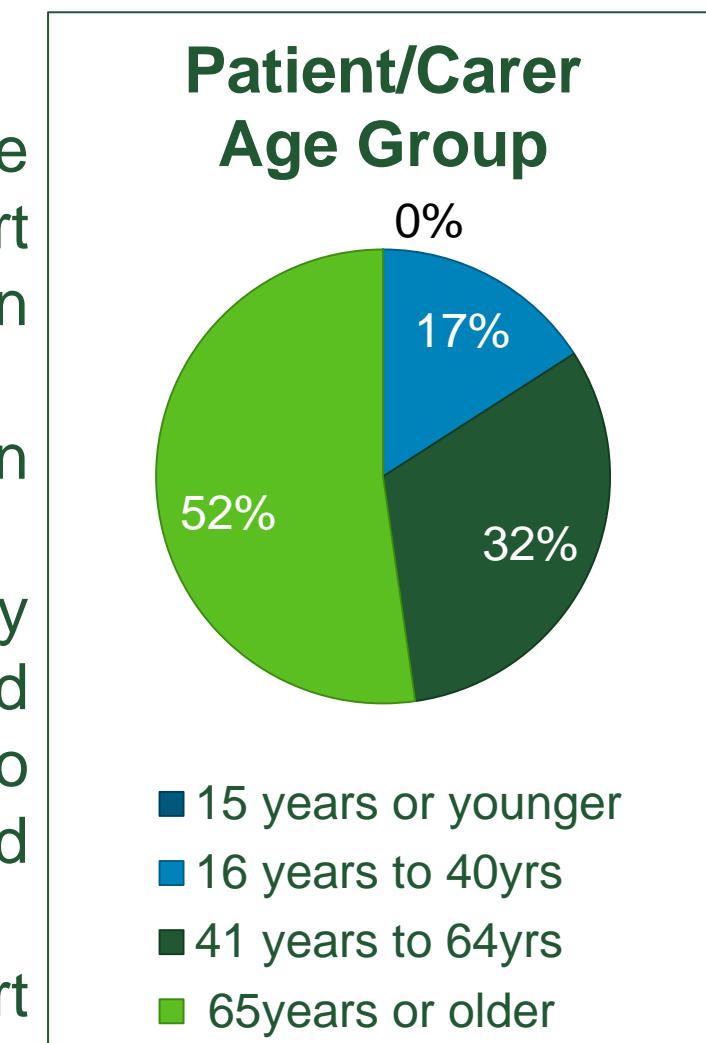
Patient Case Studies

Patient using lubricant eye drops uses Vaseline® around the eyes to help dryness, asked if anything better to use	Surgical patient's elderly husband was administering too many drops into eye <ul style="list-style-type: none"> Assessment identified this was due to poor eye drop technique. Technique and eye lid hygiene support given
Patients finding single dose units difficult to squeeze and hold above eye at same time so sometimes misses doses	Advice for unstable glaucoma patient's daughter giving drops <ul style="list-style-type: none"> Assessment showed unstable due to drops given at inconsistent times (works shifts). Technique and compliance aid assessment – patient able to use aid instead
Patient uses 2-3 drops each time, believing that 1 drop is not sufficient to treat their glaucoma – uses many bottles	Patient uses scissors to cut the end off of their single-dose units, which wastes most of the drops as it spills out <ul style="list-style-type: none"> Interactive demonstration to open single dose drops, patient never knew to twist off the top, and was competent
Patient was waiting until their bottle had finished before ordering their repeat, so had days every month with no drops	Glaucoma patient non-compliant 6+ times a month (Consultant referral) <ul style="list-style-type: none"> Review showed this non-compliance was due to poor technique - patient rubs eyes causing wet eye lashes. Best technique demonstrated
Newly diagnosed patients (glaucoma) believed the bottle issued was 'The' (only) treatment to cure the condition	Unstable glaucoma patient unaware needed to use drops at consistent time each day <ul style="list-style-type: none"> Explained why important to use at consistent time each day, advising to choose a consistent drop time for maximum effect to stabilise
90-year old patient finds it difficult to squeeze the eye drop bottle	Newly diagnosed patient (Glaucoma), who spoke Gujarati with little English understood the bottle issued was 'The' (only) treatment to cure the condition <ul style="list-style-type: none"> Compliance aid assessment and demonstration. Patient able to use an aid, and able to remember when to administer. Aid given as well as eye drop
Patient's daughter leaving work every lunchtime to administer mother's drops for her	Language barrier with Somalian glaucoma patient meant that she had not understood the importance of compliance <ul style="list-style-type: none"> In Swahili - full technique, education & advice, to continue lifelong treatment with repeats from their GP
Elderly wheelchair-bound patient with poor eye sight, drops given with difficulty by elderly wife	Patient's two adult sons share leaving work four times daily to administer drops <ul style="list-style-type: none"> Compliance aid assessment and demonstration. Patient able to use an aid and able to remember when to administer drops. Aid and advice given
Patient poking eye with single-dose unit each time and scratching cornea	Patient asked for a eye drop technique assessment, whether there are any improvements that can be advised <ul style="list-style-type: none"> Assessment showed poor technique so full technique and counselling/education support given. No aid required
Patient complains they can feel the eye drop running into their mouth with a poor taste, also the drop runs down their face	Glaucoma patient's adult daughter unaware that glaucoma is hereditary <ul style="list-style-type: none"> Educational advice, and advised her to have regular eye tests and to encourage other family members to do the same. Also technique advice
Patient uses a pin to open the eye drop bottle and is partially sighted. Daughter asks advice	Non-compliant patient does not 'see the point of using drops' and doesn't understand their benefit as a medicines formulation to treat their glaucoma <ul style="list-style-type: none"> Education and compliance support given, how best to use
Patient in agony with dry eyes – spends >£40/month on OTC preparations & supplements	Patient's mother has glaucoma and wanted to ask if we could give her any advice <ul style="list-style-type: none"> Regimen review identified side effects due to OTC products & poor technique. Full technique support given. Lubricant sample supplied. 'Changed my'
Language barrier with Hindi-speaking patient was not compliant as poking his eye with drops running down face	Patient's mother has glaucoma and wanted to ask if we could give her any advice <ul style="list-style-type: none"> Educational advice, and advised her to have regular eye tests and to encourage other family members to do the same. Also technique advice
In Hindi: full technique, education & advice, demonstrate and support	Unstable glaucoma patient explained they use their drops at bedtime – and that their bedtime is not fixed <ul style="list-style-type: none"> Education and compliance support given, how, why and when to use their drops for best outcomes for glaucoma

Patient/Carer feedback

Patient/carer feedback:

- 44 feedback surveys completed
- 100% patients/carers found the #knowyourdrops eye drop compliance support day useful to help improve the way they put in eye drops
- 100% patients/carers feel more confident in putting in eye drops than they did before
- 89% patients/carers found the support day useful to learn about compliance aids and which ones may be useful for to use to improve treatment outcomes (7% did not need this advice)
- 95% patients/carers would like more support days like this to help with eye drops

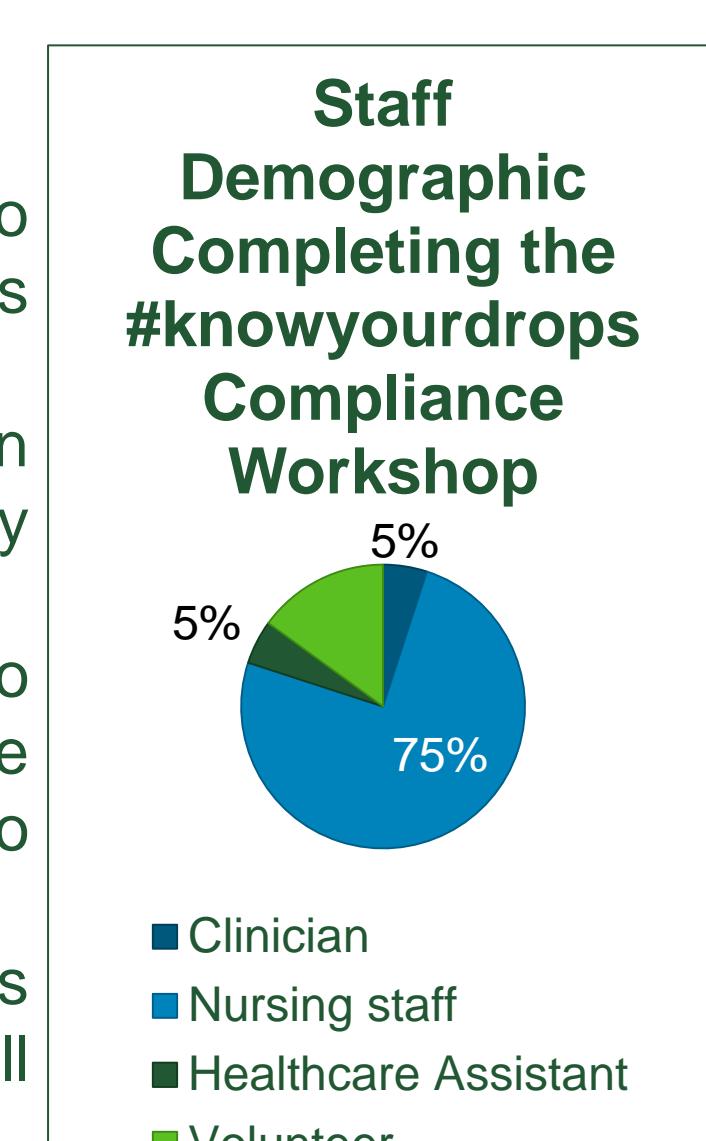


I am grateful for your advice
Great having clinics like this
This will really help me and my family
Advice is very useful
Thank you for encouraging me
I can make my husband redundant now
My eye drops used to scratch my eye
I now know how to use my drops correctly
I never knew there was a help for my drops
My drops now don't run down my face
You should run these days more often
I will now use my drops regularly
Very friendly
This dropper aid will really help me
This has changed my life
I can now put drops in on my own
I am happy I no longer need to rely on other people
I feel more confident in using my drops
Very satisfied patient
I am glad I came to speak to you
Thank you for teaching me about the helpful aid
Very helpful
I used to feel the drops down my mouth

Staff feedback

Staff workshop feedback:

- 20 feedback surveys completed
- 100% staff found the workshop useful to improve the way they counsel patients/carers about how they put in eye drops
- 100% staff feel more confident now in explaining to patients/carers about how they put in eye drops than they did before
- 100% staff found the staff workshop useful to learn about compliance aids and are now able to select and demonstrate suitable aids to patients
- 100% staff found compliance support day was beneficial to patients, improving the overall care provided



Discussion

Overwhelming positive patient/carer/staff feedback that #knowyourdrops compliance support days are beneficial to reduce barriers to poor compliance and optimise medicines, with Consultants referring patients for review. The informal non-clinical setting put patients/carers at ease to engage in interactive conversation about compliance issues which had not yet been identified during their pathway. The wide range of patient case studies where the campaign helped identify and improve compliance-related problems strongly supports the benefits to establish the campaign regularly in all clinical units for medicines optimisation.

Recommendations

- Roll out the #knowyourdrops eye drop compliance campaign in all clinical areas Trustwide and repeat regularly, every 3-months, integrating within each clinical area
- Work closely with the clinical team and eye clinic liaison officers to help identify patients/carers who would benefit from this enhanced compliance support
- Review patient treatment outcomes and their sustained improvement for eye drop compliance, to assess clinical benefits of #knowyourdrops compliance support

References

- Johnson MRD, Cross, Scase MO et al, 2012. A review of evidence to evaluate effectiveness of intervention strategies to address inequalities in eye health care. RNIB and De Montfort University
- NICE (2009) Glaucoma: diagnosis and management. NICE clinical guideline 85. Available at www.nice.org.uk/CG85 [NICE guideline]

Acknowledgements



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