#KnowYourDrops
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/caregivers 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 use 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 treatment.

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 from 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 is essential to prevent sight loss and NICE specifically recommends supporting patient compliance. 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 outcomes.

**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 eye drops correctly is essential
- To educate patients, carers and health professionals on various compliance aids

**Campagne Format**
- one-day event held throughout clinic/daycare session
- advice & information on trust’s website and Twitter - including useful online video and opportunities 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 Suitscase
- Lead consultant introduces the day talking about compliance and eye drop techniques to all patients/caregivers, 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 availability of compliance aids

**Patient Care Case Study**
There was no diagram, but there is a list of patient care case studies. For example:

- **Patient case study:**
  - **Patient:** A 65-year-old man with type 2 diabetes, hypertension, and glaucoma.
  - **Compliance issues:** He was having difficulty with his glaucoma drops.
  - **Assessment:** The patient was reviewed by the pharmacist and trained in correct eye drop technique.
  - **Outcome:** The patient was able to use the drops correctly and improved their adherence.

**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 their eye drops.
  - 100% patients/carers feel more confident in putting eye drops than they did before.
- **Recommendations:**
  - Improve patient enrollment and awareness.
  - Review patient feedback and outcomes to improve patient experience.

**References**
2. NICE (2012) Glaucoma: diagnosis and management. NICE clinical guideline 85. Available at www.nice.org.uk/cg121 (NICE guideline)

**Staff feedback**
- **Staff workshop feedback:**
  - 20 feedback surveys completed
  - 100% staff found the eye drop compliance 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 clearly 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 compliance to assess clinical benefits of #knowyourdrops compliance support.

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2. NICE (2012) Glaucoma: diagnosis and management. NICE clinical guideline 85. Available at www.nice.org.uk/cg121 (NICE guideline)