

A community pharmacy text messaging intervention to support medication taking. Who does it work for, and in what circumstances?



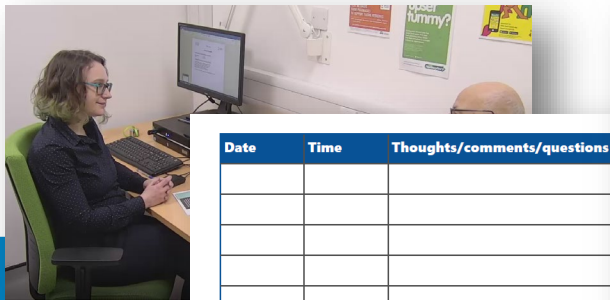
The problem

Up to half of people with long-term conditions (LTCs) do not take their medicines as prescribed. We have developed a new intervention using a combination of a community pharmacist consultation and automated text messaging using a persona called 'Alice' to support medicines taking.

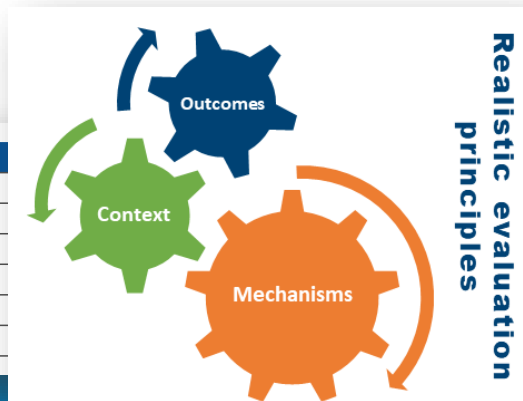


The Approach

A 'live prototype' of the new intervention was used to deliver a simulated version of the intervention with eight patients. To explore whether the intervention worked, participants were asked to keep a diary during the intervention. This was used with semi-structured interviews which were then analysed using realistic evaluation principles.



Date	Time	Thoughts/comments/questions



Findings

The intervention seems to improve medication taking by 'checking in' with patients. Contexts which were important to the text messaging mechanism included participants 'accepting' Alice as a vehicle to provide support and mobile phone use. The intervention seemed particularly helpful for patients with high treatment burden.

Implications

Our findings will be used to plan future evaluations and ultimately recommendations for when to use this intervention to support medication taking.

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