

# Want to improve patient adherence?



**Then join an exciting project to redesign your prescription labels, making them easier for your patients to read and understand! Wisconsin Health Literacy and the Medical College of Wisconsin are seeking to partner with pharmacies across the state to implement patient-centered labels using United States Pharmacopeia standards.**

## Why be a part of this project?

- Patients' adherence will improve: In the pilot phase, the average medication possession ratio (MPR) had significantly improved after the label change in three commonly prescribed medicine categories.
- Your pharmacy will be publicly recognized for being on the leading edge of best pharmacy practices.
- Your patients will be more satisfied, healthier and safer because evidence shows that patient-centered labels are easier to read and understand.

This multi-year project included a pilot phase in which 5 pharmacy organizations in WI (65 pharmacies total) redesigned their labels by the end of December 2017. These pharmacies dispense 1.8 million prescriptions annually.

## What is involved for your pharmacy?

There is very little cost to joining this project other than the staff time necessary to redesign the labels. It may be desirable to purchase new label stock and WHL has some funding available to help reduce this expense.

### WHL will assist you during the entire project by:

- providing a variety of sample label templates
- evaluating your labels before they go "live"
- working with you to assess patient feedback
- providing training to staff about the new labels

Additionally, prior pharmacy partners are available to answer questions you may have.

## Why should your pharmacy participate? In the words of prior partner pharmacists:

- 1. More satisfied patients:** "Patients will love their pharmacy better and hopefully stay with that pharmacy as customers for a long time because of the label change," said Hashim Zaibak, PharmD, owner, Hayat Pharmacy.
- 2. Better outcomes:** "We knew this project was a great opportunity to help our patients better understand how to take their medication and hopefully have better outcomes as a result," said Melissa Ngo, PharmD, UW Health.
- 3. Fewer callbacks:** "Since implementing the new labels, we have had fewer patient callbacks," said Matt Mabie, RPh, owner, Forward Pharmacy.

**If you are interested in being a part of this project, contact Kari LaScala at [kari@wisconsinliteracy.org](mailto:kari@wisconsinliteracy.org). For more information, visit: <http://wisconsinliteracy.org/health-literacy/what-we-do/projects.html>**



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