



The Impact of a Pharmacist's Electronic Credential Portfolio on the Patient-Practitioner Relationship and Patient Adherence

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BACKGROUND

An electronic portfolio is a collection of an individual's skills, credentials, and accomplishments, hosted on an electronic platform, which enables a professional to manage and showcase his or her expertise to a targeted audience.

The recent explosion in mobile technology, access to information, and an ever-evolving healthcare landscape has led to an emerging need for healthcare professionals to offer their electronic portfolios to patients via a convenient and simple platform. In the field of pharmacy, this need is paramount.

As the pharmacist's role and skill set continues to expand, tools designed to educate patients and impact public perception of this fact are required. If patients gain simple and convenient access to this information, an opportunity exists to positively impact patient-practitioner relationships, medication adherence, and an overall improvement in healthcare.

OBJECTIVES

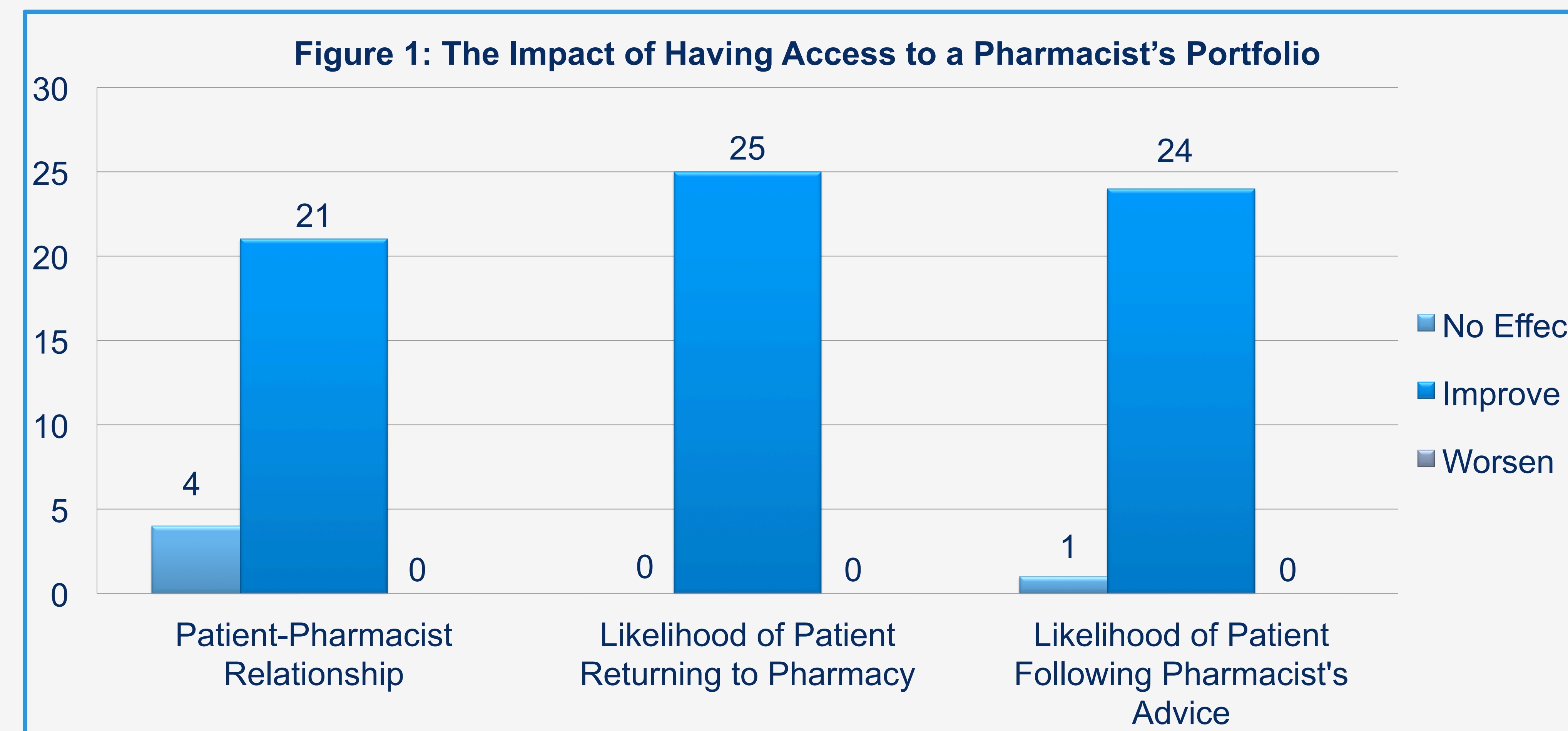
1. To observe the impact of patient access to electronic portfolios at the point of care and its effect on the patient-pharmacist relationship.
2. To illustrate how a better patient-pharmacist relationship could lead to better adherence and health outcomes.

METHODS

- A seven-question survey was designed to gather information on the effect of having access to a pharmacist's credentials, on the patient-practitioner relationship, and patient adherence (Appendix A).
- MedCred™ electronic portfolios by RXinsider were used for the purpose of this survey.
- Participants were given access to an electronic portfolio belonging to a 6th year pharmacy student (Appendix B). They were able to review the student's credentials and then they were surveyed for insight on their experience reviewing the electronic portfolio and how it could affect their relationship with the pharmacist if they had access to the pharmacist's portfolio.
- All data collected were aggregated and anonymous. Patients did not reveal any personal information. Gender, race and age were observed and documented. Age was estimated based on 30-year intervals.

RESULTS

- A total of 25 people were surveyed.
 - 92% indicated that they would review their pharmacist's electronic portfolio if they had it available to them in the waiting area of the pharmacy.
 - 84% stated that having access to their pharmacist's credentials would strengthen their relationship with the pharmacist. The remaining 16% said that it would not matter because they already have a great relationship with their pharmacist (Figure 1).
- 100% of the surveyed participants confirmed that having a stronger relationship with a particular pharmacist would encourage them to return to that pharmacy and would motivate them to follow that pharmacist's advice and directions regarding medications (Figure 1).
- 72% of survey participants did not know if their pharmacist had any specialties.
 - 100% said that if they discovered their pharmacist had a particular specialty that was relevant to them or a family member they would request the pharmacist to counsel them on that subject.



- 92% of survey participants stated that they owned either a smartphone or tablet or both.
- Based on observation:
 - 88% of respondents were estimated to be younger than 60 years of age and about 28% were estimated to be younger than 30 years of age.
 - 21 women and 4 men (84% and 16%, respectively) completed the survey.
 - 92% of participants were Caucasian and two (8%) were Hispanic.

CONCLUSIONS

Most people in today's society own a smartphone and/or tablet and would use it to learn more about their pharmacist's credentials and specialties if they had the opportunity to do so. Having access to a pharmacist's credentials at the point of care would improve the patient-practitioner relationship.

It is reasonable to forecast that a stronger patient-pharmacist relationship could ultimately lead to better patient adherence, stronger public perception, and improved overall health outcomes.

APPENDIX A: Survey (Yes/No Questions)

1. Do you own a smartphone and/or a tablet?
2. If your pharmacist's credential portfolio was available in the waiting area would you review it, on occasion, while waiting for a prescription?
3. If you knew more about your pharmacist's education, specialties, background, would this strengthen your relationship with the pharmacist?
4. If you had a stronger relationship with a particular pharmacist, would you frequent that pharmacy over another pharmacy?
5. If you had a stronger relationship with a particular pharmacist, would you be more apt to follow his or her advice and directions regarding your medication?
6. Do you know if your pharmacist is a specialist in any particular area (such as... diabetes, asthma, geriatrics, etc)?
13. If you discovered your pharmacist had a particular specialty, and it was relevant to you, would you inquire about consulting services?

ESTIMATED AGE OBSERVED RACE OBSERVED GENDER

PATIENT:

APPENDIX B: MedCred™ Portfolio Used

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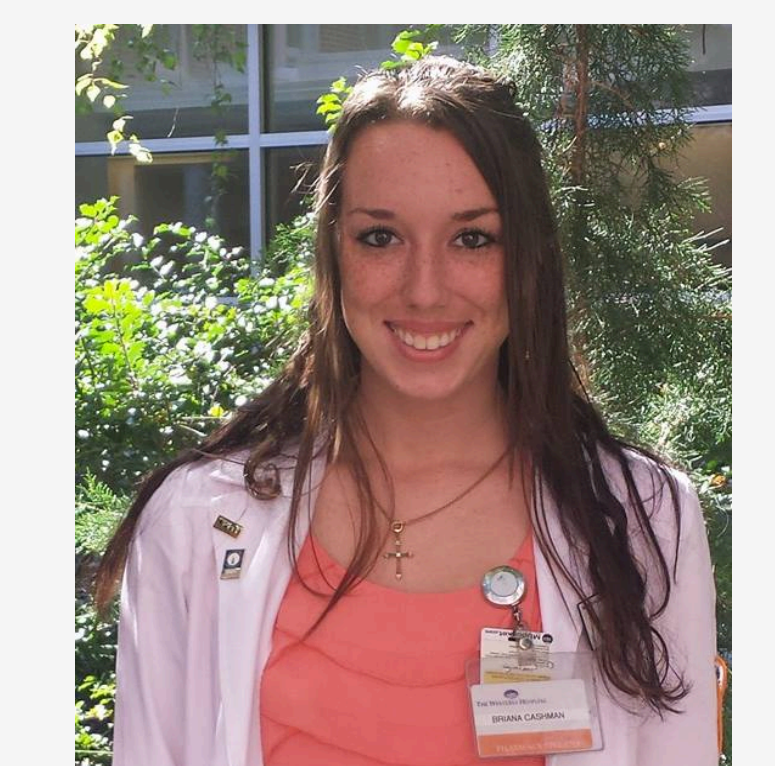
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