

# YOUR MEDICATION ADHERENCE SOLUTION



**69%** OF MEDICATION-RELATED HOSPITALIZATIONS ARE DUE TO NON-ADHERENCE

**50%** OF CANADIANS ARE NON-ADHERENT TO THEIR CHRONIC MEDICATIONS

## PHARMACISTS AND THE ROLE THEY PLAY

Pharmacists are perfectly positioned to help monitor, and more importantly, improve adherence. Pharmacists can communicate the importance of medication adherence to patients and implement MEDSYNC software that sets patient's refills to a single pick-up date (sync date).

By aligning patient refills to their sync date, pharmacies are able to better organize workflows, shift toward a more proactive model where patients visit on their sync date, and ensure their medications are safe and effective.

## SHIFTING FROM REACTIVE TO PROACTIVE

### Reactive Pharmacy

- Patient-driven
- Pharmacy-centred
- Focused on technical tasks

This type of pharmacy only reacts once they've received a patient call or an in-person request.

Patient requests prescription  
> Pharmacy files request into queue of prescriptions  
> Patient waits until prescription is ready

These steps to receiving prescriptions seem simple enough, but in between them, pharmacies also respond to phone calls, patient walk-ins, and questions – leaving little time to prepare prescriptions while increasing the risk of errors.

A reactive pharmacy leaves little time to build relationships with patients and address any reservations they may have about medications.

## THE MEDSYNC ADVANTAGE

MEDSYNC helps improve your patient's adherence to medications. MEDSYNC builds efficiency into your existing pharmacy workflow and manages potential issues before your patient picks up their prescriptions – giving you more time to focus on your patient and their needs.

### MEDSYNC provides improved patient health outcomes and allows you to deliver better care to your patient.

- Gives you more 1-on-1 time with your patients
- Allows you to schedule appointments in advance and coordinate them with your patient's pick-up date (sync date)
- Delivers prescription pick-up notifications through email, text, or phone call
- Ensures prescriptions are ready on your patient's sync date
- Prevents missed or late refills

**MEDSYNC achieves these benefits by providing three key product features:**

**MEDICATION SYNCHRONIZATION**



**AUTOMATED PATIENT ALERTS**



**APPOINTMENT SCHEDULING**



### Patient benefits of MEDSYNC and medication adherence

- Face-to-face interaction and better relationship with pharmacist
- Convenience, peace of mind
- Improved medication understanding & adherence
- Better health outcomes and effectiveness of the medication

### Pharmacy benefits of MEDSYNC and medication adherence

- Face-to-face interaction, increased patient loyalty, enhanced care
- Increased fill rates, increased proportion of days covered

### Proactive Pharmacy

- Pharmacy-driven
- Patient-centred
- Focused on the patient and patient health

A more proactive approach focuses more on the patient and allows the pharmacy to perform its duties without the distractions and pressures of the patient-driven workflow.

### In a proactive pharmacy model, pharmacists actually have time to:

- Interact with the patient's healthcare team
- Schedule additional appointments outside of sync date
- Review patient medications to ensure safe patient outcomes