

How to improve patient adherence using Fullscript

Treatment adherence, defined as the extent to which a patient's behaviors follow an agreed-upon prescription or therapeutic regimen, has a significant influence on your patients' health outcomes. Low treatment adherence or non-adherence limits the effective management and treatment of chronic conditions, creating significant healthcare burdens, costs, and poor patient outcomes. ([Jimmy et al. 2011](#))

Treatment plan tips for adherence

Outlined below are some simple strategies for enhancing your patients' treatment adherence using Fullscript.

1. Encourage patients to get involved in their treatment plan

Listen to your patients' thoughts, preferences, and concerns, and thoughtfully answer any questions they may have. Including the patient in the discussions about their treatment plan, rather than simply telling them what to do, is a highly effective strategy for encouraging positive behavioral change and treatment adherence. ([Haskard Zolnierek et al. 2009](#))

Understanding the degree to which your patient is ready and able to make changes to their health is another important consideration to make.

According to a Fullscript patient survey, 48.9% and 44.1% of patients felt some change or a great deal of change, respectively, would be required in order to follow their treatment plan.

You can measure your patients' readiness and ability to change using various tools and resources. To make the process easy for you, Fullscript has developed a collection of behavioral change assessment tools and worksheets, which are available to you in the Resource Library found within your Fullscript account.



To learn more about **behavioral change** and how to support your patients' long-term treatment goals, [download the free behavioral change report](#).

2. Simplify the dose

To avoid overwhelm and the cost burden associated with purchasing multiple products, do your best to keep your treatment plans simple by:

- Reducing the dose frequency: Treatment adherence is higher when patients are advised to take once-daily doses rather than twice-daily doses. ([Ingersoll et al. 2008](#))
- Suggesting combination pills or multi-ingredient formulations: These formulations can cut down on the number of products the patient needs to purchase as part of their treatment plan. ([Conn et al. 2009](#))
- Limiting your recommendations: Patients may be more likely to order their supplement recommendations when their treatment plans include fewer products.

Did you know?

High numbers of pills or high frequency of doses can quickly discourage patients, derailing their treatment plan progress. ([Ingersoll et al. 2008](#)) ([Nagata et al. 2011](#))

3. Provide easy-to-understand educational materials

Enhancing patient health literacy through education is an excellent strategy for improving treatment adherence and patient engagement. ([Ampofo et al. 2020](#)) 40 to 80% of information provided to patients is often forgotten, and over half of the terms used by healthcare providers are medical, technical terms.

Enhance their understanding by providing verbal or written content tailored to the specific condition or other aspects of their treatment plan. ([Kessels et al. 2003](#))

Did you know?

According to our recent patient survey, **23.8%** of patients thought that receiving additional education materials would be moderately helpful, whereas **44.9%** said that it would be very helpful.



Check out Fullscript's **Resource Library**, which features 150+ free educational resources designed to accompany your treatment plans.



4. Use electronic reminders

Automated electronic reminders such as text messages or emails can help encourage patients to stick to their wellness plans and reorder supplements as needed. Fullscript offers default refill reminders, which prompt the patient to refill their recommendation before running out of their current supply.

Did you know?

Research shows that simply providing a reminder can improve adherence by **18 to 22%**, and result in **10%** fewer missed appointments. ([Kashgary et al. 2016](#)) ([Thakkar et al. 2016](#))



5. Utilize cost reduction and rewards

For patients who have had a lapse in adherence, consider offering a personal discount in addition to any dispensary-wide discounts you offer. For patients who have yet to start their recommendation, you also have the option to offer a first order discount to help encourage patients to place their first order.

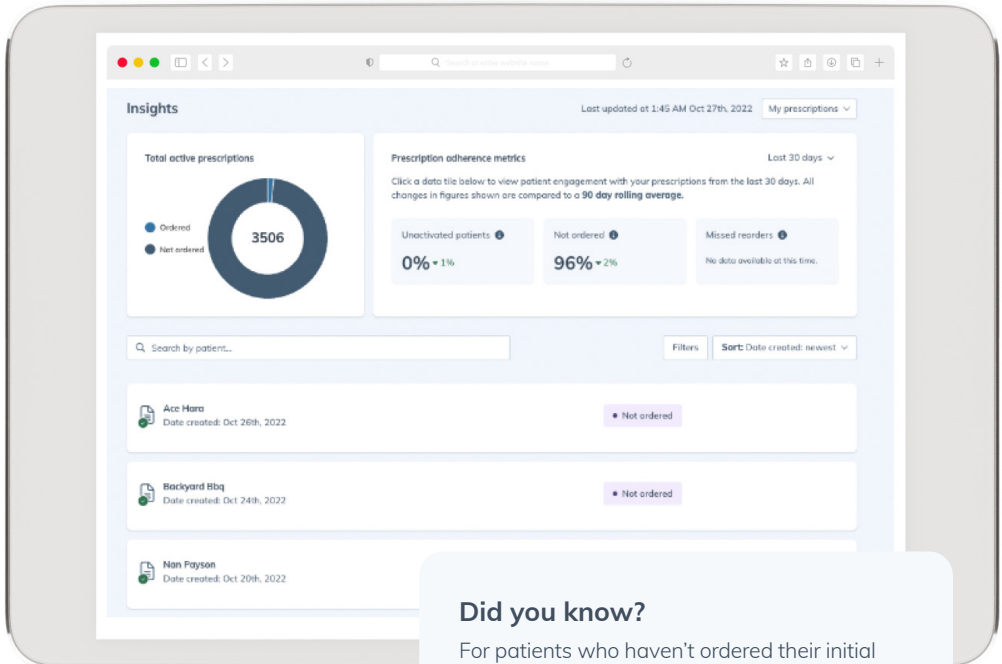
Did you know?

Increasing your discount, even by a small amount, can be the nudge some patients need to get started with their treatment plan.



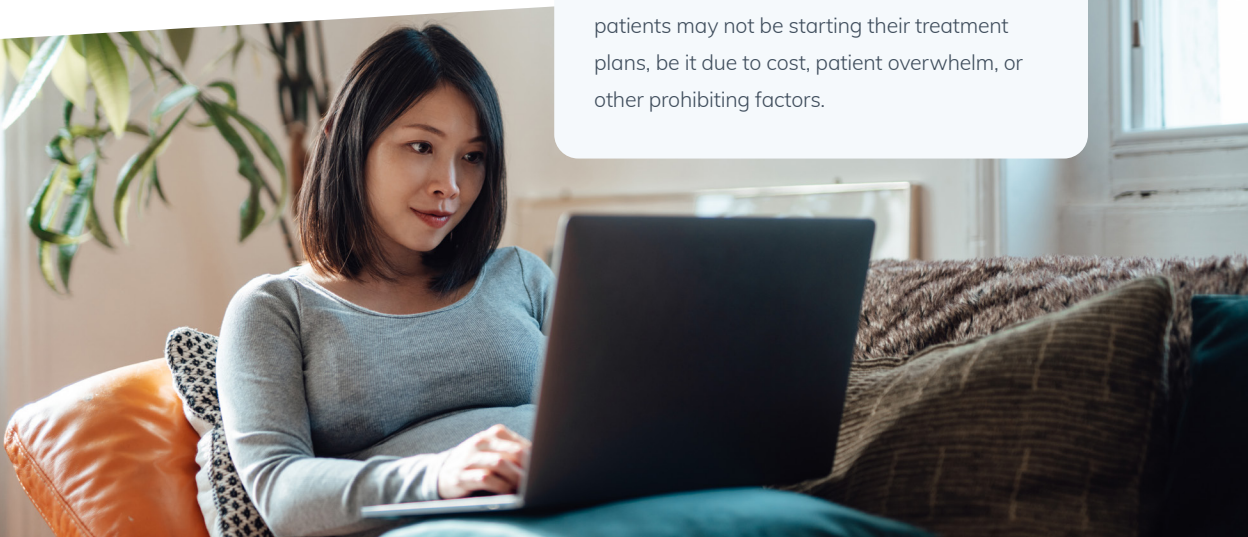
6. Track adherence

Fullscript's treatment adherence dashboard allows you to view the percentage of patients who have not ordered their prescriptions and clearly displays specifically which patients haven't ordered their prescriptions through your dispensary. Use these insights to encourage your patients to get started with their treatment plan, whether through a quick follow-up message or a small discount.



Did you know?

For patients who haven't ordered their initial treatment plan in the first seven days, Fullscript sends a short automated adherence survey. The survey helps provide insights into why your patients may not be starting their treatment plans, be it due to cost, patient overwhelm, or other prohibiting factors.



References

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This handout was developed and medically reviewed by Fullscript's Integrative Medical Advisory team.

*These statements have not been evaluated by the Food and Drug Administration. This information is not intended to diagnose, treat, cure, or prevent any disease.

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