

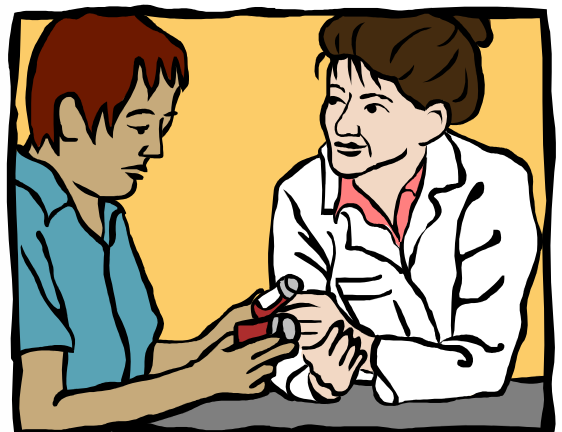
Top Tips for Successful MURs

The new Medicine Review Services contract not only represents a significant change to community pharmacy but it also provides a number of opportunities to pharmacy owners. Being a patient centered service it endeavours to improve the health of patients within the community and at the same time meet strategic targets developed by the Ministry of Health.

To prove the efficacy of the service it is essential that it is embraced fully by not only pharmacy but also by patients and other healthcare providers involved in their care. For the service to be judged a success it is necessary to provide consistent national data , this will ensure future funding and the potential for this service to develop further.

We hope the following tips will help you on your way to success.

1 Provide information to your local GP's and medical centres. Write to them and explain the service, offer to meet with them personally and go over the service in more detail. Explain that it is a multidisciplinary approach to a patients care, that you are not in competition with them and that you hope to help enforce the message they are giving their patients and that it will assist them by providing valuable information about their patients medication use. Reiterate that it is a concordance review focusing on the patients use of medicines, and that it is not a clinical review.



2 Inform your staff. Explain the reason for providing the service and get them actively involved in the recruiting of patients. Provide your staff with basic information on the eligibility criteria for the service, how to identify these patients and how to promote Medicine Use Reviews within the pharmacy. The use of posters and leaflets will promote the service further and will attract potential customers.

3 Utilise your Patient Management Records to identify possible candidates. Flag patients in your PMR software and have a chat with them about the service when they next come in store, offer to provide some more information to take home with them or book them in for an appointment if they are agreeable.

4 Empower your staff to recruit. Your staff have the opportunity to inform patients coming in store about the new service. They could introduce the service to patients

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by saying, “Mrs (Brown), we now offer a free service called Medicines Check - it’s an opportunity for you to ask any questions or voice any concerns you may have about your medicines. Do you have a few minutes to speak with our pharmacist about it or we can arrange a more suitable time for you to come back?”.

- 5 Be aware of daily routines and quiet times.** If you feel a patient needs an MUR and you have the time to do it, ask them if they have the time free to sit down and go over their medicines—reiterate that it won’t cost them anything. Remember to advise your staff when the best time is to refer patients to you also.
- 6 Collect phone numbers and/or email addresses.** Use business cards if patients want to call you back about the service. Remind patients that the service is by appointment only, just like they do with their GP.
- 7 Making a time for an appointment** once you have a patients consent. Give the patient a copy of the appointment date and time, if necessary use appointment cards. Call patients the day before their review and remind them of their appointment time. Ask them to give notice if they have to cancel an appointment.
- 8 Collect patient details and prescription information before the review.** Your staff could do this for you. Print off the patients medications from your dispensary system, gather relevant information for the review. This saves precious time and allows more time for discussion and questions during the consultation. You may wish to consider posting out Consent Forms and the Registration Form and ask for these to be returned prior to the first consultation.
- 9 Be prepared for questions that a patient may ask.** Ensure that you are aware of the most common problems associated with the medication the patient is taking. Have some reference material available to refer to if you are not sure. You may not be able to answer every question and in some instances the patient may need to be referred back to their GP.
- 10 Set interview guidelines with the patient at the outset of the MUR.** Reiterate the purpose of the service and the time available for the consultation. You may wish to do this as an introduction or opening statement like, “Good morning Mrs (Brown), we have half an hour to talk about your medications to make sure you are getting the most out of them and I will try and answer any questions you may have about them. I will need to record details as we go along.”