



PHARMACEUTICAL CARE NETWORK EUROPE

Working Conference 2013 – Abstract

Collaborative pharmaceutical care in research and practice

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The above mentioned participant in the PCNE WC 2013 wishes to submit following abstract for a poster or oral communication. If accepted and presented, the abstract will be published in the International Journal of Clinical Pharmacy. Please make sure the abstract is no longer than 350 words, excl. author-details.

Title: Analyzing qualitatively graphic descriptors in a set of Portuguese Medicines Package Inserts
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Type of abstract <input checked="" type="checkbox"/> Research <input type="checkbox"/> Practice development <input type="checkbox"/> Practice implementation
Aim of project/study Figures and tables are key elements to illustrate information, facilitating medicines use and treatment adherence. Study aim: to develop qualitative graphic descriptors (QGD) addressing graphical information conveyed by Package Leaflets (PL) i.e. figures, pictograms and tables. Absolute and relative frequency of graphics and their descriptors were measured.
Method Selection of all branded medicines PL from the 3 most consumed pharmaco-therapeutic groups in Portugal i.e. cardiovascular, central nervous and musculoskeletal (locomotion) medicines (2009 data). PL were organized and analyzed according the European QRD template. QGD were developed based on QRD terminology.
Results 651 PL were identified, presenting a total of 18 figures (2.8%), 23 pictograms (3.5 %) and 77 tables (11.8%). Qualitatively, Pictures present 3 different QGD: "how to <take> <use>" (n=12), "how it looks like" (n=3) and "precautions" (n=3); Pictograms 1 QGD: "how to <take> <use>" (n=23); Tables present 6 QGD: "posology" (n=33), "adverse reactions" (n=25), "marketing authorization holders" (n=14), "interactions" (n=2), "fargerström test" (n=2) and "precautions" (n=1). Overall, the sampled Portuguese PL disclosed few graphic elements and QGD are limited. Readability studies are recommended to confirm PL graphics utility in medicines use and treatment adherence.

+++ NB: PhD students still pay the early bird fee for their abstract if their abstract is accepted ++++