



COMMUNITY PHARMACY FOUNDATION
COMPLETED GRANT SYNOPSIS

THE ROLE OF PICTURE-BASED PATIENT EDUCATION PAMPHLETS FOR ENHANCEMENT OF PATIENT COMPREHENSION OF PRESCRIPTION MEDICATION INFORMATION

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Objectives	
1) This study seeks to determine the effect of United States Pharmacopoeia (USP) pictograms included within patient information handouts on patient learning in a community pharmacy setting in the United States	
Methods	
Design	<ul style="list-style-type: none"> • A six-week, two-center, patient-blinded, prospective study • Set in two independent community pharmacies in Atlanta, Georgia • Two sets of patient information handouts were made and distributed for each site’s top 20 dispensed medications: one set picture-based and the other non-picture-based • Patients were selected and counseled at random with either picture or non-picture-based patient handouts. • Patients were subsequently offered a four question survey to assess the effectiveness of the respective counseling.
Study endpoints	<ul style="list-style-type: none"> • The effectiveness of the patient education material • The user-friendliness of the format • The patient’s likelihood of referring to the patient education material in the future • The long-term understanding of the patient education material
Results	
The variable assessing the perceived likelihood of referring to the material in the future resulted in a significant difference between groups counseled with picture and non-picture-based materials; however, differences between other variables were not significantly different between groups.	
Conclusion	
Pictograms included within health materials can significantly increase the effectiveness of health communications, though future research is needed to substantiate the results.	

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