

Faculti Summary

<https://faculti.net/measuring-the-influence/>

This video describes a study aimed at improving adherence prediction models in healthcare, particularly concerning patients prescribed cholesterol-lowering, blood pressure-lowering, or glucose-lowering medications. The research was initiated before the COVID-19 pandemic, which disrupted some of the data collection processes.

The project involved merging patient survey responses with administrative databases to better understand non-adherence drivers. The surveys yielded a significant response, indicating public engagement, but the pandemic's impact delayed further data integration.

Key findings reveal that expectations of side effects play a crucial role in medication adherence. Specifically, only 25% of participants expected side effects, contrary to the belief that patients are overly informed about potential adverse effects. The expectation of side effects correlated differently with adherence rates; those who anticipated side effects but experienced them showed lower non-adherence rates than those who did not expect them and then suffered from side effects.

The study highlights the need to reevaluate how healthcare providers communicate about side effects, suggesting that a more balanced approach—acknowledging the inevitability of some side effects while fostering a realistic understanding of their commonality—might improve patient adherence to prescribed treatments. The author emphasizes the importance of preparing patients for the likelihood of side effects and engaging in more meaningful conversations regarding medication expectations and management.