

# choice

balance offers tailored behavioural change programmes for a wide range of clinical and health targets. We combine a proven patient-centred approach with the specific needs of our clients. Run by pharmacists, balance understands that a practical and easily learnt framework is required for pharmacists to make a real difference in their communities.

## Clinical categories include:

- adherence to medicine
  - vascular risk
  - hypertension
  - diabetes
  - asthma
  - COPD
  - obesity
  - alcohol
- sexual health
- mental health

Contact details:  
01962 842836  
info@balancesolutions.org.uk  
www.balancesolutions.org.uk



'a leading consultancy within the pharmacy community'



# enabling healthy living

balance are a team of highly experienced pharmacy practitioners who are rapidly becoming recognised as a leading consultancy within the pharmacy community.

Our work with pharmaceutical companies, community pharmacists, the NHS, pharmacy bodies and other healthcare professionals has resulted in tailored development programmes. All are aimed to engage and inspire pharmacists to enable patients to make improved lifestyle choices.

## why pharmacy?

As the most accessible healthcare professionals, pharmacists are increasingly at the frontline of public health. Their role in supporting patients to adopt healthy lifestyles means new skills are needed.

Pharmacists involved in delivering services such as smoking cessation, weight management, sexual health services, medicines adherence support and vascular checks want to make the right intervention.

In their everyday practice, pharmacists and their teams have a real opportunity to strengthen patient's motivation for positive health change.

Motivational interviewing is a proven technique which adopts a 'coaching' approach rather than a 'telling' one. It puts the patient at the centre, gives them control and helps to resolve ambivalence to achieve behavioural change and more successful health outcomes.





### motivating factors

**patients:**

- don't always take their medicines as intended
- want to be healthier but are not sure how to make the changes to their lifestyle
- are more informed and want to take greater ownership of their well-being
- do not always express health concerns to their doctor

**community pharmacists:**

- are accessible and trusted by the public
- are increasingly involved in public health interventions
- have traditionally advised and told patients what to do
- need more help to know what to say to support their patients to change
- have had little opportunity to develop a proven behavioural change approach

**pharmaceutical companies want to work more closely with pharmacy to :**

- optimise medicine's use for better patient outcomes
- increase adherence to medicines
- provide professional clinical development
- create a competitive advantage

### enabling health with planned action

balance works with clients to develop tailored behavioural change programmes that support community pharmacists to enable tangible, positive health changes:

- better health outcomes
- better adherence
- better use of resources

Our programmes will engage and inspire pharmacists in their role to deliver an improved patient experience. Specific to the service being delivered, our patient-centred behavioural change framework is flexible and simple to learn.

Enthusiasm, skills and time management are all important factors in successful delivery. Equally important is patient ownership of a clear health goal and action to enable the change.

pharmacists can support positive step changes to achieve better health



# smoking cessation and behavioural change

## need:

- smoking is one of the most significant contributing factors to premature morbidity and mortality
- patients who smoke are at greater risk of a wide range of diseases and disabilities
- smoking creates a burden on health and social services as well as the broader economy
- reducing smoking is a key health improvement target
- patients are often ambivalent about stopping smoking and whether or not to take medication to support this
- adherence to pharmaceutical interventions is often poor; it is reported that around 50% do not take their medicines as intended
- non-adherence to treatment is complex and can be unintentional - lack of understanding, forgetfulness, inability to take their medicines, or intentional - beliefs, side effects, ambivalence, fear
  - patients need to understand their medicines, how to take them and be part of the decision-making process to achieve better adherence; smoking cessation treatments are no exception

Motivational interviewing puts the patient at the centre, gives them control and helps to resolve ambivalence, with proven effectiveness in delivering behavioural change and a successful outcome

## solution:

The balance smoking cessation programme is in line with recent NICE guidance on behavioural change. It includes:

- skills development workshops (motivational interviewing and clinical knowledge)
- on-line learning
- DVDs on the technique
- self-assessment forms for patients
- desktop health coaching toolkits to be used with patients
- software to evaluate the approach
- means to audit the outcomes including patient goals, motivations, desired benefits, confidence levels, agreed changes, areas for support
- change plan for patient to take away
- disease related materials to support healthier choices
- how to market the service
- in-pharmacy promotional materials
- how to work collaboratively with other healthcare professionals

smoking is one of the most significant contributing factors to premature mortality and morbidity

