The Program

Non-adherence to medication is the single biggest cause of treatment failure in chronic disease management. Medication Alliance is a health staff training program that enables staff to understand why an individual patient might fail to adhere to medication and what strategies to apply to each patient adherence problem. By shaping the way in which staff interact with patients, Medication Alliance enhances the therapeutic relationship between staff and patient, enabling improvement in adherence beyond just medicines to include lifestyle and behavioural issues. The Medication Alliance program has been developed by Mitchell Byrne and Frank Deane from the Illawarra Institute for Mental Health as part of the School of Psychology at the University of Wollongong. The program has been run in a number of centres across Australia and the United States.

Advantages

While Medication Alliance teaches staff skills and strategies for the improvement of patient adherence, it also specifically targets staff attitudes and beliefs which might act as a barrier to effective service delivery. As such, Medication Alliance allows the staff to capitalize on both new skills learnt through the training program as well as extant skills previously under utilized. Medication Alliance offers significant benefits over other training programs, notably in the ability to deliver comparable outcomes in less time for lower cost. As a result, Medication Alliance is an effective training program suitable for dissemination across a wide range of health services.

Evaluation

Several studies have been initiated that provide evidence of the program's validity and effectiveness. Research has demonstrated that staff attitudes and beliefs impede effective intervention for non-adherence (Byrne, Deane & Coombs, 2005) and has identified the specific staff attitudes to address (Byrne, Deane & Caputi, 2008). Medication Alliance has proven effective in enhancing staff skills, attitudes and knowledge (Byrne, Deane, Lambert & Coombs, 2004) and an implementation trial has demonstrated improvements.

IP Position

Workshop manuals, DVD and associated instructional material are protected by copyright.

Development Plan

An online platform to deliver, assess and measure learning activities associated with the Medication Alliance program is currently in development. This eLearning platform will also allow users to access learning materials.

Commercialisation Strategy

We are seeking an early-stage licensee to fund the further development and distribution of the program. Licence options for program implementation include face-to-face, online or a blend of face-to-face and online delivery.

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To discuss your options, contact one of our Managers of Innovation and Commercialisation (MIC). Dr Gavin Dixon on Ph: (02) 4221 5029 Mob: 0419609656 or gavin@uow.edu.au