

# Patient Centred Eye Drop Administration Education Package

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## The Education Package

This simple, easy to follow education package, includes a customisable animated video and factsheet for clinicians and patients. The resources were developed in collaboration with the World Association of Eye Hospitals (WAEH) to improve health literacy and treatment outcomes.

## The Driver

Many patients put their vision at risk by not instilling their eye drops as prescribed. Uncertainty about the correct way to apply eye drops is often a key issue.

Research shows:

- Factsheets are insufficient to educate patients
- Clinicians need a simple consistent teaching method
- Patient issues with eye drops are universal
- A shared resource had the potential to be used globally



Compliance with glaucoma medications are as low as 21% according to some studies

## The Change

### • Research and collaboration

Patient survey, map user persona, focus group, WAEH partnership

### • Development

Script writing and revision, storyboard development, teach back method

### • Launch

Media, social media and professional bodies distribution

### • Evaluation

Number of international hospital's sharing, views, clicks, shares and post marketing survey

## The Launch #Loveyoureyes

The education package was launched on World Sight Day, as a free resource for all to use. The communication plan included distribution to 60 international eye hospitals, a media release, and social media posts targeted Ophthalmologists, Optometrists, Pharmacists, General Practitioners and Peak Bodies.

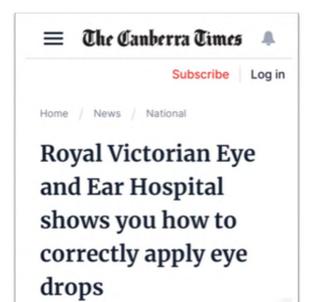


#WAEH #WSD

#LOVEYOUREYES

The Canberra Times

"Teaching a standardised technique is key to avoid unnecessary surgeries and making sure the drops are administered correctly."



## The Evaluation

The project demonstrates the benefit of a patient-centered approach and the value of shared expert knowledge across different professions. Engaging consumers and international peers throughout the process ensured the video and factsheet would be suitable for a global audience.

Digital analytics showed in the first month post launch, there were:

974



417



36



At the Eye and Ear, we have found the video and factsheet useful to complement and reinforce our counselling on correct techniques to instill eye drops.

## Scan here!

Scan for the video or visit [eyeandear.org.au](http://eyeandear.org.au) for the factsheet.

