Revolutionizing the Patient Package Insert with Infographics

WHAT'S THE POINT OF INFOGRAPHICS?

All prescription drugs include a patient package insert, or PPI, which is intended to educate patients about their medication.¹

PPIs are chock-full of information and can be overwhelming, wordy, and confusing.

One way to make this information more accessible for patients is to include an infographic (just like this!) with their medication in addition to the PPI.

Over an eleven year span, hospitalization due to medication errors and issues rose 117%.²

Even though PPIs have a lot of helpful information in them, they are becoming an increasingly less effective way to keep patients safe.

1997 → 2008

"Tachycardia"

VS.

Not everyone may be familiar with the term "tachycardia", which means "fast heart rate".

For patients without a scientific background or a lower reading level, this graph is much easier to grasp.

By understanding the information, patients will be more likely to know what they should expect and watch out for when taking their medications.

This ideally would reduce medication issues and increase patient safety.

"Not all Colors are created Equal"

It is easiest to read red lettering against a yellow background.³

This is especially important in elderly people, who are most likely to have poor vision.

It is important to think of things like this when making infographics since the goal is to make sure the information is as accessible as possible.

"5 is a Magic Number"

Research shows that infographics should include no more than 5 sections...

...any more and it becomes overwhelming for the viewer.

Based on an article by Mitchel Cunningham in BU Well Volume 1

http://digitalcommons.butler.edu/buwell/