

4th International Conference on

NEUROLOGICAL DISORDERS & STROKE

July 09-10, 2018 Sydney, Australia

Audio-visual narratives as a means of communication in promoting medication understanding and use self-efficacy among stroke patients: The development and evaluation

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Statement of the Problem & Aim: Multimedia has gained popularity in the past decade as a useful tool in promoting medication adherence. This technology has helped health behavior educationist inadequate patient education and reduced the gap of communication between healthcare providers and patients. However, this technique has not been confirmed effective to promote self-efficacy in medication understanding and use among stroke patients. Therefore, this study aimed to develop and evaluate audio-visual narratives for stroke patients.

Methodology & Theoretical Orientation: A physician, a pharmacist and four stroke patients' were interviewed in Malay and English language and video-recorded. A proposed set of learning outcomes and lead questions according to Health Belief constructs developed by a panel of ten experts via the Delphi method guided the interview scripts. Ten stroke patients with dual-language background evaluated and provided open-comments of the audio-visual based on their perspectives using a Likert-scale questionnaire and feedback form. The audio-visuals were revised and finally approved by the expert panel.

Result & Conclusion: We successfully developed few audio-visuals; approximately five minutes each. The expert panel and patients confirmed the face and content validity of our tool. A positive response to the engagement feedback increased our confidence towards the audio-visuals as a useful tool in our further randomized controlled trial of medication understanding and use self-efficacy among stroke patients.

Biography

Jamunarani Appalasamy has her expertise in quantitative and qualitative methods exploring patients' needs and concern in medication adherence in pharmaceutical care optimization. Her research examines personalized needs in patient education and counseling whereby various valid techniques are scarce especially in community with specific niche such as stroke patients.

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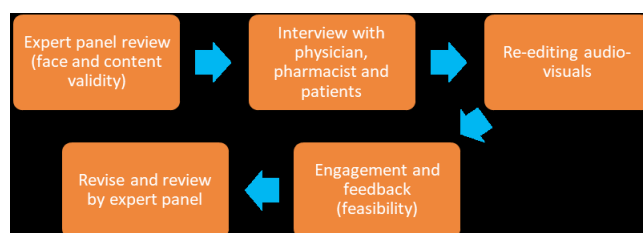


Figure 1: The development and evaluation process of audio-visual narratives.

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