AN IN-DEPTH OF A PHARMACIST IN PRESCRIBING

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ABSTRACT
Prescribing patient is a mammoth task. It is recommended that healthcare professionals who prescribe medications exercise critical thinking skills to ensure the safe and effective use of therapeutic agents. It should be endowed with communication skills, diagnostic skills, and knowledge of medicines, an understanding of the principles of clinical methodology, consecutive risk and uncertainty. In fact, clinicians prescribe in varied situations, often in the absence of patient, and rational prescribing decisions must be based on knowledge interpreted in the light of many other factors.

Keywords: Dosage Regimen, Patient Communication, Prescribing Errors, Clinical Governance, Prescription Review.

INTRODUCTION
Prescribers are legally and professionally accountable for their decisions. A true prescribing should reveal maximum drug efficiency, minimum errors and wastage, patient autonomy and consent. It should be based proper diagnosis, patient history, risk-benefit analysis and patient’s ability to prescribing issues to follow. A secondary diagnosis with a poor prognosis, such as lung cancer, will severely limit the benefits of treating a primary one, such as hyper-cholesterolaemia. On the other hand, the excellent prognosis of influenza in a healthy adult limits the potential benefits of antiviral therapy.

Processing the prescription order upon receiving
The individual receiving the prescription should be trained to accept it in a professional manner and obtain the correct name, address, and other pertinent patient information. Patients having a prescription filled for the first time at a pharmacy may be asked to complete a brief health and medication history to establish a database in the pharmacy’s computer for the patient. It is important to determine if the patient’s medications are provided through insurance coverage and whether the patient wishes to wait, call back, or have the medication delivered. [1]

Potential Directions for patients

- Pharmacists and physicians provide their patients with written directions outlining the proper use of the medication prescribed. Frequently, these directions include the best time to take the medication, the importance of adhering to the prescribed dosage schedule, what to do if a dose is missed, the permitted use of the medication with respect to food, drink, and/or other medications the patient may taking, as well as information about the drug itself.
- Certain manufacturers have prepared patient package inserts (PPIs) for specific products for issuance to patients. These present to the patient information regarding the usefulness of the medication as well as its side effects and potential hazards.
- The information is also available on computer software, allowing leaflets to be printed in the pharmacy as needed and with a compatible computer and standard line printer. Similar computer software programs are available from various other sources, designed to generate personalized patient counseling information for use by the pharmacist in patient education.
- The advantages to having the name and strength of the drug identified on the prescription label include the facilitation of communication among the patient and the pharmacist and the physician and the rapid identification of the medication in times of accidental or purposeful overdose.
- When a generic drug product is dispensed, it is customary to include the manufacture of the product on the label as well. The date after which the medication will be sub-potent (expiration date) may be placed on the label based on information included on the original manufacturer’s package. [2]
Inappropriate or Irrational Prescribing

Good prescribing is sometimes defined as the lack of irrational prescribing. Prescribing can be described as irrational for many reasons:

• Poor medicine choice
• Polypharmacy
• Prescribing when no drug is necessary
• Prescribing drug longer than necessary
• Prescribing a low dose of a medication
• Prescribing without patient consent.

Prescribing By Non-Medical Professionals

Prescribing privileges have been extended in recent time to other healthcare professionals other than doctors, such as nurse, expanded practice nurses, clinical specialist nurse, midwives (registered), dieticians, and pharmacists. The evolution of non-medical prescribing within the healthcare arena enables suitably trained healthcare professionals to enhance their roles and effectively use their skills and competencies to improve healthcare settings involving:

• Long-term condition management
• Medicines management / medicament review
• Emergency care/Non-scheduled care
• Mental health services
• Services for homeless/unprivileged/jobless/poor patients
• Palliative care

Prescribing responsibilities include:

• To improve patient care
• To make easier and quicker medication in-need
• Increase patient accessibility to medication
• Make better use of the skills of health professionals
• To introduce more flexible patient service.

Classification of Non-Medical Prescribing

A. Pharmacists as Independent Prescriber

Independent prescribing is ‘prescribing by an assigned healthcare provider (doctor, dentist, nurse, and pharmacist) who takes responsibility for the patients’ assessment with an undiagnosed or diagnosed condition and for the decision about the clinical care required’. At the end of the 1990s, UK government widen the access to medical service and made skilled healthcare professionals, the role of prescriber extended to other health care professionals. This change in prescribing to include nonmedical healthcare associates was developed following a further review. Pharmacists have 2 types of prescribing qualification: independent and supplementary. Independent prescribers, or non-medical prescribers (NMPs), are in a position to give patients timely medical access and are ideally placed to customize treatment. The NMP takes responsibility for the clinical assessment of the patient, including diagnosis and medicine prescribing. Supplementary prescribing, on the other hand, is a voluntary partnership between a provider and a supplementary prescriber, who can prescribe medicines within an agreed clinical management plan.

B. Supplementary prescribing

Supplementary prescribing is voluntary prescribing partnership between an independent provider (doctor or dentist) and a supplementary healthcare associate (nurse, pharmacist, physiotherapists, and radiographers etc.) to implement an agreed patient-specific clinical management plan with the patient’s agreement. This prescribing arrangement also requires information to be shared and recorded in a common patient file.

C. Prescribing by Community Practitioners

Community practitioners, formerly known as District Nurses and Health Visitors, are able to prescribe independently from a specified limited formulary comprising a specified range of medicines, dressings and appliances suitable for community settings.

Detailed Prescribing Process

• Consultation: The consultation is a fundamental part of the prescribing process and the prescriber needs to understand and utilize this in order to help them practice effectively. The five key stages of the consultation are:
  • Initiating the session
  • Gathering information
  • Physical examination
A broad range of practical skills are needed in the consultation:

1) **Interpersonal skills:** the ability to communicate and make relationships with patients.
2) **Reasoning skills:** the ability to gather appropriate information, interpret the information and then apply it both in diagnosis and management.
3) **Practical skills:** the ability to perform physical examinations and use clinical instruments.

• **Executing a safe and effective prescription order:** It requires communication of complete information to all intended readers. A complete order should contain, at a minimum:
  i. Patient name  
  ii. Patient specific data  
  iii. Generic and brand name (ideally, both names should be provided; if only one name used, generic is preferred)  
  iv. Medication strength, in metric units by weight  
  v. Dosage form  
  vi. Amount to be dispensed, in metric units (terms such as bottle, tube or ampoule should be avoided)  
  vii. Complete directions for use including route of administration, duration, dosing frequency, medication purpose, and number of authorized refills.

• **Dosing calculations:** A well-recognized cause of medication errors. Performing routine, independent cross-checking of dosing calculations are useful when verifying dosages for pediatric, geriatric, oncology, transplant, or other populations with special medication requirements. For verifying dosages, use of both mg/kg and mg/m² (or other expressions as unit per weight or body surface area) in addition to actual dose calculated is recommended. [9]

• **Dosage standardization:** Another potential safety improvement, whenever possible as well as the use of commercially available dosage forms. This will require prescriber approval and cooperation. However, avoiding complex calculations is one way to avoid calculation errors. If transcription of medication orders is part of the health care organization’s practice to transfer prescribing information to a medication administration record, similar guidelines and standards for evaluating standards, completeness, and accuracy should be put into place with a routine evaluation of practice compliance.

• **Communicating risks and benefits of treatment:** Explaining the risks and benefits of treatment in an effective manner is an essential skill for health care professionals. This ensures patient’s consent to treatment is informed and that the patient has an opportunity to participate in shared decision making about their treatment. A few related statements are added later part of this article.

• **Consulting the prescriber:** It is in the additional role of managing medication therapy, in collaboration with prescribers, that pharmacists can now make a vital contribution to patient care. To do so, the role of the pharmacist needs to be redefined and re-orientated. The traditional relationship between the doctor as prescriber, and pharmacist as dispenser, is no longer appropriate to ensure safety, effectiveness and adherence to therapy. Pharmacists need to pay more attention to patient-centered, outcomes-focused care to optimize the safe and effective use of medicines. Dispensing is, and must remain, a responsibility of the pharmacy profession, but prescribing and dispensing should not be done by the same person. By taking direct responsibility for individual patients’ medication-related needs, pharmacists can make a unique contribution to the outcome of medication therapy and to their patients’ quality of life.

• **Management of ADEs:** Prescribing can be improved if prescribers have the necessary data to assure that decisions can be made (i.e., indications for use, potential for interactions, risks and benefits, monitoring concerns). A computer-generated medication entry would greatly affect errors associated with ADEs. A computerized medication ordering system could provide alerts regarding specific prescribing concerns in the medication ordering process (e.g., identifying dose, allergy, drug-drug interactions). Having a routine approach to detect, intercept, and prevent these problems will reduce the potential for an adverse event to occur. Clinical information systems can also assist in reducing adverse drug events and medication errors by:
  1) Increasing patient profile access and systematic screening of medication orders  
  2) Alerting medical staff of abnormal doses, medication interactions, or allergies (based on patient profile)  
  3) Generating 24-hour patient medication updates  
  4) Recording medication administration

• **Medication Review:** Reviewing all medications for appropriateness is good practice and also a systematic method to review the indication for use and monitoring plan in place for the patient. Another technique used to assure safe and effective prescribing practice is the use of a medication formulary. While physicians often consider a medication formulary as simply a method to control expenditures, formularies can be used as instructional and quality tools to assure that only agents that are safe, effective, and necessary for use are provided for patients under care. An organized formulary process comprises of a systematic peer review of medications for use and monitoring within a health system. Medications are typically evaluated for safety, effectiveness, policy implication, and practice requirements. Use of a formulary can assure that information is provided in a timely fashion, because the product has been thoroughly evaluated for use.
Potential Benefits of Medication Review:

1) Improves the current and future patient’s medical condition management;
2) A shared understanding between the patient and the health care providers about medicines and their role in the patient treatment;
3) Improves health outcomes through optimal use of medication;
4) Reduces adverse events related to medicines;
5) Provides an opportunity to empower the patient and carers to be actively involved in their care and treatment;
6) Reduces unwanted or unused medicines.

Other Considerations:

Use of Abbreviations

While abbreviations might appear to be a time saver, their use can lead to confusion, misinterpretation, and increase the potential for error. Misplaced or missing decimal points also pose concerns. Recommendations for improving orders requiring fractions or decimal indications include adding a zero before a decimal point and eliminating trailing decimal points and zeros. Various organizations, including the Institute for Safe Medication Practices, have published lists of abbreviations and decimal point miscommunications that have been associated with medication errors and should not be used.

Preprinted Order Forms

To reduce error potential, preprinted order forms have been suggested to reduce error potential. It is important to note that if preprinted orders are not carefully developed, they may actually induce errors. As standard orders, algorithms or preprinted guidelines are developed, all disciplines involved in the ordering process, should be involved in the development, review, and approval of these documents. Prescribing improvement efforts should include development of policies and procedures that support safe medication use and ordering. Practitioners should routinely be required to assess and document the need for and selecting the correct medication. Regimen selection should assure that specific, individual treatment goals are identified. Improvement efforts should also include attention to avoiding delay in treatment or in responding to a medication use concern, including inappropriate indication (or no clear treatment indication) and failure to provide preventive care or prophylactic treatment. Prescribing plans should include monitoring or follow up treatment.

Failure to Write Prescription Orders

The use of verbal orders, electronic order transmission via facsimile machine, use of global prescription orders such as resume all previous orders provide many opportunities for miscommunication. Whenever possible, verbal orders should be avoided. Only specific personnel (e.g., physicians, pharmacists, nurses) should be allowed to dictate and receive verbal medication orders and only in approved circumstances. When used, verbal orders should be enunciated slowly and distinctly. Difficult medication names and instructions should be spelled out. Ambiguity should be clarified. The individual receiving the order should transcribe the order and then immediately read the information back to the prescriber. In the inpatient or long-term care setting, the prescriber should countersign and verify the verbal order as soon as possible. Many health care organizations now use facsimile transmissions for prescription order transmission. Streaked, blackened, or faded areas and phone line noise appearing as random markings are often present on facsimile transmissions.

Critical Issues of Patient Communication

It’s Important. This is because many medicines are used long term to treat or prevent chronic diseases, but we know they are often not taken as intended. Sometimes these medicines do not appear to have any appreciable beneficial effect on patients' symptoms, for example medicines to treat hypertension. Most patients want to be involved in decisions about their treatment, and would like to be able to understand the risks of side effects versus the likely benefits of treatment, before they commit to the inconvenience of taking regular medication. An informed patient is more likely to be concordant with treatment, reducing waste of health care resources including professional time and the waste of medicines which are dispensed but not taken. It is not simple. Many different dimensions and inherent uncertainties need to be taken into account, and patients' assessment of risk is primarily determined by emotions, beliefs and values, not facts. This is important, because patients and health care professionals may ascribe different values to the same level of risk. Healthcare professionals need to be able to discuss risks and benefits with patients in a context that would enable the patient to have the best chance of understanding those risks. It is also prudent to inform the patient that virtually all treatments are associated with some harm and that there is almost always a trade-off between benefit and harm. How health care professionals present risk and benefit can affect the patient's perception of risk.

Important Principles in detailing Risk-Benefits:

a. Patients’ assessments of risk are primarily determined by emotions, not by facts.
b. Communicate the trade-off between benefits and harms

c. Avoid purely descriptive terms of risk, for example ‘low risk’

d. Use a consistent denominator, for example 1 in 100, 5 in 100; not 1 in 100, 1 in 20

e. Use absolute numbers (not relative, or percentages)

f. Describe outcomes in both a negative and positive perspective

Factors that influence prescribing process

There are many different factors which affect use of drugs. If one was to broadly classify the factors, they could be divided in to: those deriving from patients, chemists’ shop, prescribers, the workplace the supply system, industry influences, cognitive biases, regulation, drug information and misinformation as seen in Table 1. [11]

Table 1: Cognitive biases that influence prescribing Type

<table>
<thead>
<tr>
<th>Bias Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novelty Preference</td>
<td>The belief that the scientific progress always results in improvements and that newer treatments are better than older treatments</td>
</tr>
<tr>
<td>Over optimism bias</td>
<td>Tendency of over-estimation of the outcome of actions, events or personal attributes to a positive skew</td>
</tr>
<tr>
<td>Confirmation bias</td>
<td>Information that confirms one's personal belief is given higher weight than visible evidence</td>
</tr>
<tr>
<td>Mere exposure effect</td>
<td>Traditional practices/methods are given greater weight in decision making</td>
</tr>
<tr>
<td>Loss aversion</td>
<td>To weigh the avoidance of loss more greatly than the pursuit of an equivalent gain</td>
</tr>
<tr>
<td>Illusory correlation</td>
<td>The tendency to connect 2 different incidents that may a co-incidence or non-existent</td>
</tr>
</tbody>
</table>

Managerial Approaches to Influence Prescribing

Today’s pharmacists should adopt model-based approach to convey key messages to the prescriber to help them change practice. More sophisticated multifaceted educational interventions can be made effective at changing prescribing behavior but they need to be flexible for individual clinicians. This sort of combination approach includes small group learning, audit and feedback, practical support to make changes in practice, and involvement and education of patients as given in Table 2. [12]

Error Potentials in the Prescribing Phase

The three most common forms of prescribing errors include dosing errors, prescribing medications to which the patient had an allergic history, and errors involving the prescribing of inappropriate dosage forms. In the examples listed, timely access and use of information is essential to avoid adverse drug events. Although not a panacea, use of a computerized medication order entry system can significantly contribute to the prevention of medication errors. [13] The type of health care information that is best suited for computerization includes:

- General information storage (e.g., patient or medication information, retrieval)
- Repetitive functions (e.g., dosage guidelines, medication names, allergy information)
- Complex processes that depend on reproducible results
- Items where legibility is essential
- Items that require timely attention
- Items where accuracy is vital

Qualification and Development: Single Competency Framework

Like other healthcare professionals, pharmacists have a responsibility to work toward establishing a better healthcare system, one that will improve the outcomes and cost-effectiveness of drug therapy. The most important element of any safety measure is trained and competent people, not technology. The trick is to remember that technology can’t save the day. The system has to be built around the people. Highly trained and competent people bring to a task a quality not found in technology. [14] An overview of competency framework for pharmacist is given in Table 3 and Figure 1.

Table 3: Overview of the Competency Framework for Pharmacists

<table>
<thead>
<tr>
<th>Competency area</th>
<th>Competency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultation</td>
<td>Clinical and pharmaceutical knowledge</td>
</tr>
<tr>
<td></td>
<td>Establishing options</td>
</tr>
<tr>
<td></td>
<td>Communicating with patients</td>
</tr>
<tr>
<td>Prescribing effectively</td>
<td>Prescribing safely</td>
</tr>
<tr>
<td></td>
<td>Prescribing professionally</td>
</tr>
<tr>
<td></td>
<td>Improving prescribing practice</td>
</tr>
<tr>
<td>Prescribing in context</td>
<td>Information in context</td>
</tr>
<tr>
<td></td>
<td>The NHS in context</td>
</tr>
<tr>
<td></td>
<td>The team and individual context</td>
</tr>
</tbody>
</table>

If positively acquired and maintained, the single competency framework provides outline for similar prescribing competencies which is a significant support to all health providers’ efficiency in their practice arena. Many academic institutions, both in developed
and under developed countries offering short courses where nurses and pharmacists study together that ensure both professionals to become acquainted with each other’s role in practice. The current course provides superficial learning to all diagnosis and treatments to ensure that their diagnostic skills are appropriate to their practice and demonstrate competency. This may involve additional training in specific physical examination skills or interpretation of electrocardiograms or biochemical tests.

Table 2: Mechanisms and effects of Model’s variables and related considered theories

<table>
<thead>
<tr>
<th>Factors</th>
<th>Component</th>
<th>Effect/ Mechanism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing efforts</td>
<td>Drug Information</td>
<td>There are various resources of the information drug the physician depends on when prescribing such as scientific studies, medical journals, and the Internet.</td>
</tr>
<tr>
<td></td>
<td>Drugs’ Brand</td>
<td>Brands often offer points of differentiation between competing drugs and therefore, can be considered crucial in influencing prescribing decision.</td>
</tr>
<tr>
<td></td>
<td>Promotion sales</td>
<td>Various forms of promotion aimed to persuade physician to prescribe the drug.</td>
</tr>
<tr>
<td></td>
<td>MRs Effectiveness</td>
<td>MRs used by pharmaceutical companies to convince the physicians to prescribe their drugs and increases the likelihood of a particular prescription.</td>
</tr>
<tr>
<td>Patient characteristics</td>
<td>Patient request for Drug</td>
<td>Patient request for a drug may contribute to overprescribing but can be beneficial by alerting a doctor to a problem and increasing the attention paid to it.</td>
</tr>
<tr>
<td></td>
<td>Patient expectations</td>
<td>The patients’ expectations are not directly influenced, but the physicians’ perception of these expectations that influence prescribing decision.</td>
</tr>
<tr>
<td>Pharmacist factors</td>
<td>Pharmacist-physician collaboration</td>
<td>Collaboration between physicians and pharmacist is the key element in improving the prescribing.</td>
</tr>
<tr>
<td></td>
<td>Pharmacist expert power</td>
<td>No credible evidence to support the expert power of pharmacist as an independent factor influence prescribing the drug.</td>
</tr>
<tr>
<td>Contextual factors</td>
<td>Trustworthiness</td>
<td>Physician’s ability to trust a pharmacist’s word and expertise and in turn improving prescribing the drugs.</td>
</tr>
<tr>
<td></td>
<td>Physician habit persistence</td>
<td>Habit persistence reduces the past behavior and experience and leads to prescribing the drug reputedly.</td>
</tr>
<tr>
<td></td>
<td>The cost-benefit ratio of a drug</td>
<td>The cost-benefit ratio of a drug is critical at the time of the prescribing decision.</td>
</tr>
<tr>
<td></td>
<td>Drug characteristics</td>
<td>The drug characteristics are important factors for making prescribing decisions include efficacy, quality, side effects and others.</td>
</tr>
</tbody>
</table>

Many opportunities exist to improve the safety of the medication use process. The prescribing phase of the medication use process, however, encompasses the majority of medication errors that result in preventable ADEs. The knowledge that ADEs can be prevented compels organizations to identify the factors or system failures that contribute to the errors in the prescribing phase. 13 Such factors identified in the prescribing phase include:

**Other Issues of Prescribing**

- Availability of medication information at time of prescribing
- Access to patient information at time of prescribing
- Availability of dosing information at time of prescribing
- Availability of allergy information at time of prescribing
- Accuracy or completeness of order by prescriber
- Legibility of handwriting
- Use of abbreviations
- Use of decimals in expressions of weight and measure
- Use of varied units of measure
- Medication name look-alikes or sound-alike
Off-label and Unlicensed Prescribing

For a medicine to be licensed for use in a specific country, the manufacturer must obtain a marketing authorization, formerly called the product license. This details the patients, conditions and purpose under which the medicine is licensed for use. Any medicine which does not have a marketing authorization for the specific country where it is prescribed is termed ‘unlicensed’. Unlicensed medicines prescribed include new medicines undergoing clinical trial, those licensed and imported from another country but not licensed in the country where they are to be used. It also includes ‘specials’ manufactured to meet a specific patient’s needs or produced when two licensed medicines are mixed for administration. However, if a licensed medicine is prescribed outside that specified in the marketing authorization then this is described as ‘off-label’. This happens in practice, for example many medicines are not licensed for use in children but are prescribed for them. In addition, some established medicines are prescribed for conditions outside their marketing authorization, for example amitriptyline for neuropathic pain and azathioprine in Crohn’s disease.[15]  

Potential Advantages Associated Computer Support

Computer support in the prescribing process is beneficial due to the fact that this process demands attention to detail related to the medication product, patient, and population characteristics, clinical information, and administrative issues. It is important to remember that practitioners receiving the information within the organization are still required to use the appropriate skills to determine the relevance of this information for the patient. Simply automating the prescriptive process does not in and of itself make it safer. Lessons have been learned in other domains regarding the impact and implications of technology. If one thinks technology can solve security problems, then the person doesn’t understand the problems and the technology. New technologies have enormous capacity, but what is seldom thought about is not how well it works, but how well it fails.

Benefits of electronic prescriptions are:

- Reducing or eliminating the errors associated with illegible handwriting;
- Prescribers can receive on-screen prompts for drug-specific dosing information;
- Information from the patient’s medical record can be linked with information from the patient’s prescription records;
- Prescribers would be notified if a drug product is covered by the patient’s insurance plan when the order is being generated rather than when it is presented at the pharmacy;
- Refill requests can be expedited; and Computers can facilitate data exchange between the physician and pharmacist allowing individuals to better manage their time and facilitate interactions with their patients.[18]

CONCLUSION

Prescribing is difficult. It requires a thorough knowledge and understanding of the pathophysiology of disease, the pharmacological properties of the relevant drugs, and the ways in which the two dovetail. No single intervention can be relied upon to improve prescribing, and a combination of interventions may be required to be taken as often as possible (learning should be lifelong). Special study modules, to be taken as required. Proper assessment of the final prescription must be carried out once or twice along with uniform application of National Prescription form.

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CONFLICT OF INTEREST

The author declares that he has no competing interests.

REFERENCE


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