

Understanding Patient Perspectives on Rose Gold Strip Color

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Optimal therapeutic outcomes depend on strict adherence to medication regimens, but non-compliance remains a notable concern, leading to poor clinical outcomes especially in patients with cardiovascular diseases.^{1,2} Evidence indicates that color and interesting shapes of medication enhance the recognition and reinforces memory of medication indications and dosing schedules among patients.³ Here, we are proposing the utilization of distinct strip colors in medication packaging as a potential solution to enhance adherence. Hence, the introduction of a rose gold-colored medication strip for the polypill, Roseday-Gold® (a combination of aspirin, rosuvastatin, and clopidogrel), is an initiative aimed at fostering improved medication adherence.

Here we unveil the results of our recent study, which delved into patients' perceptions (n=15) of the Rose Gold Medication Strip color and its impact on medication adherence. The study participants spanned an age range of 51 to 87 years, representing a diverse group of individuals who could potentially gain benefit from the Roseday-Gold tablet. It is interesting to note that 86.67% of patients were able to readily identify the distinctive rose gold strip. Notably, the patient emphasized the memorable quality of this color, remarking, "I associate this drug with heart medication." This apparent connection between the strip's color and its intended use appears to establish a robust memory association. A substantial majority (92.86%) of participants expressed the belief that the rose gold strip helped them remember their crucial medication. One patient shared that a family member had explained it to him once, and thereafter, he needed no further reminders; he managed his medication independently. This observation strongly suggests that the distinct strip color does indeed play a role in supporting the maintenance of a consistent medication regimen. Likewise, an impressive 92.86% of patients confirmed their ability to distinguish the rose gold strip from a multitude of silver ones. A notable patient perspective was shared: "Among all the medicines, the only one he remembers is the differently colored one." This suggests that the unique coloration significantly facilitates patients in promptly locating their medication. For 72.73% of patients, the rose gold strip facilitated communication between patients and caregivers regarding medication schedules. A female patient's experience demonstrated that the rose gold strip helps patients remember when to take their medication, such as in the evening, due to the packaging change, thus contributing to an improved understanding of medication

timing. Overall patients' experiences emphasize the positive impression of the Roseday-gold strip which further suggests that it may contribute to patients' long-term commitment to medication adherence. To sum up, these points emphasize the crucial role of visual cues, such as color and packaging design, in assisting patients in remembering and adhering to their medication regimens. A unique coloration of the Roseday-gold strip aids in better memory, recognition, and communication, leading to an overall enhancement in medication adherence. We find these results are promising, underscoring the significance of innovative and creative packaging in promoting medication adherence among individuals managing their heart ailments.

References:

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