OBJECTIVES: Medication adherence broadly describes the extent to which individual comply with prescribed treatment. Many approaches are used to assess medication adherence, including formulas to measure dosing/frequency compliance and persistence over time. To provide insight into their appropriate- ness for population health research, this study compared several measures of medication adherence. Through a retrospective analysis of on-site pharmacy data, the study aimed to validate and increase statistical power, multiple calculations were used to assess medication possession ratio (MPR) and percentage of days covered (PDC) among health plan members who used onsite or community pharmacies to fill prescriptions for certain chronic conditions. Additionally, the percentage of members without 30-day gaps in supplied medication and average days until discontinuation were calculated. The linear mixed model approach was used to assess how much variability in patient’s medication adherence is attributed to the covariates adjusted odds of greater adherence was statistically significant (OR = 4.49, 95% CI: 2.84, 6.16, P < 0.001). The formula for the percentage of members without 30-day coverage gaps over 1 year yielded few differences between groups. CONCLUSIONS: Characteristics of the study population, methodology and data availability will influence estimates of medication adherence. To best assess the full scope of medication adherence within a population, it is therefore recommended that a variety of measures be considered and reported in future research studies.

PIH32

EXPLORING MEDICATION USE BEHAVIORS: FINDINGS FROM A PILOT QUALITATIVE STUDY CONDUCTED AMONG COMMUNITY LEADERS IN THE MALAYSIAN COMMUNITY

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OBJECTIVES: Irational medication use is among major health problems that cause significant economic implications. Little attention has been paid to patient’s belief and perception towards medications use. The aim of the study was to inves- tigate drug use behavior among communities of Perak and Kelantan states in Malaysia. METHODS: Qualitative focus groups discussion was used in this study. Semi-structured interview guide was developed by the researcher after extensive literature review and reviewed by expert in that field. Purposive sampling was used to recruit 7 participants from Perak and Kelantan state. The discussion was audio-taped and transcribed verbatim by two independent researchers. Transcript was then analyzed with deductive content analysis for qualitative data analy- sis. RESULTS: Five major themes identified from thematic content analysis: (1) common health problem, (2) possible solution for common health problems, (3) source of medication, (4) factors associated with medication use behaviors, and (5) strategies to reduce medication use problems. The main underlying medication use problem patients experienced was the absence of information. Factors affecting medication use were patient-related factors, therapy related factors and healthcare system factors. The Health belief Model has been used to aid our understanding of the findings in this study. CONCLUSIONS: Misconceptions and irrational medication use among the local community. Effective strategies need to be formulated in order to increase patient adherence towards medication since poor adherence cause decreased patient clinical outcome and cause the increased in healthcare cost.

PIH33

POSSIBILITIES OF CHILDHOOD VACCINATIONS

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OBJECTIVES: The aim of this research is to examine the factors which deter- mine the vaccination in relation to the standpoint of the parents. METHODS: A descriptive, cross-sectional, prospective and quantitative study made in and around Pépa, Hungary. The research was carried out between 15 January, 2014 and 31 May, 2014. We evaluated 95 appraisal questionnaires that were completed by parents raising children between the age of 0-18. We used descriptive statistics with fre- quency range, Chi2-test was performed with Microsoft Excel 2010. RESULTS: The information possessed by parents significantly shape their opinion on vaccina- tion (p<0.001) while vaccination is 97.5%. Parents with young age (between 18-30) possess more information regarding vaccination than parents over 40 (p<0.05). 12.6% of the parents are not able to name the diseases which their children are being vaccinated, 27.3% of the questioned do not know the reactions and pos- sible side effects to the vaccination which shows relation to the age (p<0.001). It is the same with most side effects and which is known at present (p<0.05). More than half of the questioned parents think that the knowledge they possess is not enough regarding the vaccines, while almost 40% would take part in an orientation. Parents attach importance to the advice of the GP and the health visitor. However, 50% of them seek answers to their question through the media. CONCLUSIONS: The information possessed by parents significantly shapes their opinion on vaccination but not the vaccina- tion itself. Many of them do not know the disease specific effectiveness of the applied vaccination, possible side effects, and they do not apply the vaccination consciously. It is necessary to organize further comprehensive information shar- ing for the parents during an orientation, which is supported by the results of our research.

PIH34

PERSPECTIVES ON COST-RELATED NON-ADHERENCE AMONG PATIENTS

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OBJECTIVES: Cost-related non-adherence (CRN) is a highly prevalent phenomenon stemming through a retrospective analysis of on-site phar- macy data, the study aimed to validate and increase statistical power, multiple calculations were used to assess medication possession ratio (MPR) and percentage of days covered (PDC) among health plan members who used onsite or community pharmacies to fill prescriptions for certain chronic conditions. Additionally, the percentage of members without 30-day gaps in supplied medication and average days until discontinuation were calculated. The linear mixed model approach was used to assess how much variability in patient’s medication adherence is attributed to the covariate adjusted odds of greater adherence was statistically significant (OR = 2.84, 95% CI: 1.86, 4.16, P < 0.001). The formula for the percentage of members without 30-day coverage gaps over 1 year yielded few differences between groups. CONCLUSIONS: Characteristics of the study population, methodology and data availability will influence estimates of medication adherence. To best assess the full scope of medication adherence within a population, it is therefore recommended that a variety of measures be considered and reported in future research studies.

PIH35

PREVALENCE AND PREDICTORS OF HEALTH RISK BEHAVIORS IN UNDERGRADUATE HEALTH SCIENCES STUDENTS OF KHYBER MEDICAL UNIVERSITY

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OBJECTIVES: The aim of the present study was to evaluate the prevalence and predictors of health risk behaviors in undergraduate health science students of constituent institutes of Khyber Medical University (KMU), Khyber Pakhtunkhwa, Pakistan. METHODS: This was a cross-sectional study conducted at four constituent institutes of KMU. Three hundred and eighty five undergraduate students selected through stratified random sampling were enrolled in the study. Health risk behav- iors were assessed through pretested reliable and valid questionnaire. Statistical Package for Social Sciences (SPSS v 16) was used for data analysis. A p-value <0.05 was considered statistically significant. RESULTS: Of 385 students enrolled in the final analysis, 86% (n=332) were male and 14% of age of participants was 21.05 ± 1.79 years. The most prevalent health risk behavior was insufficient consumption of fresh fruit (90.4%), milk (84.4%), fresh leafy vegetables (80.2%) and fresh fruit juices (75.3%), physical inactivity (73.2%), skipping breakfast (40%), watching excessive TV (19.3%) and benzodiazepine abuse (9%). Upon cross tabulation, statistically significant association was observed between male gender and cigarette (p-value <0.001) and hashish smoking (p-value =0.041), while female gender had statistically significantly correlated with hashish smoking (p-value =0.016). Statistically significant association was also observed rural residence and cigarette smoking (p-value=0.006). CONCLUSIONS: The findings of the present study highlight the need of preventive measures to avoid health risk behaviors in health sciences undergraduate students. The constituent institutes of Khyber Medical University should promote healthy life by arranging health promo- tional activities, seminars and workshops.

PIH36

THE VALUE WOMEN PLACE ON MENOPAUSAL SYMPTOM RELIEF

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OBJECTIVES: Menopausal symptoms can cause significant distress to women, yet little is known about the value women place on these symptoms. METHODS: In April 2013, 3397 US women, ages 46 to 69, completed an online survey that included 30 paired comparisons. Specifically, respondents were shown two menopausal symptoms described using the Patient-Reported Outcomes Version of the Common Terminology Criteria for Adverse Events (PRO-CTCAE) and asked, “Which do you prefer?” From their choices, we estimated a generalized linear model to assess values women place on symptom relief in terms of quality-adjusted life years (QALYs). RESULTS: The majority of respondents (1753 of 3397, 52%) always preferred reduced lifespan (up to 90 days) instead of experiencing menopausal symptoms at their worst for 30 days. For a majority of the symptoms (248/263, 94%), including low-grade events, QALYs were significantly reduced (p-value<0.05). The value women placed on relief ranged widely by symptom domain: the relief of depression, problems with memory, headache, pain in abdomen, problems with anger, and vomiting were the most valuable. CONCLUSIONS: Overall, the value women place on menopausal symptoms is high. However, they are unwilling to trade off reduced lifespan for symptom relief of 30 days. We are currently conducting a study to directly ask women about their preferences and to estimate the value of menopausal symptom relief on a QALY scale, this work provides critical evidence for health outcomes research in mid-life.}