

ans. This delegation provides physicians with time to focus on understanding and addressing patient medication adherence patterns (45). Effective doctor-patient communication leads to a 19 % higher patient adherence rate, as evidenced by 106 studies with compelling statistical significance. Patients with poorly communicating doctors face a 47 % higher risk of non-adherence (75). By extending clinical services and embracing a patient-centered approach, the pharmacy profession holds a key role. It can enhance the coordination of the entire medication process by consulting patients on medication adherence. Hepler and Strand highlight the key term *covenant* which represents the connection between the patient and the pharmacist. This is the bond that cements the therapeutic relationship (76). The role in community pharmacies, particularly through direct patient counseling, has proven crucial for enhancing medication adherence. Such interactions not only educate patients about their treatments and conditions but also improve medication schedules, leading to improved adherence. Boeni et al. underline the observed evidence

on the significant impact that targeted counseling by pharmacists has on medication adherence and persistence. However, reports suggest that counseling practices in community pharmacies are limited. Patient counseling in community pharmacies often assumes a minor role, with a tendency towards nonmedical or product-centered communication rather than a patient-centered approach (77). In summary, pharmacists have significant opportunities to overcome conventional obstacles, utilizing their expertise to enhance patient understanding, adherence, and clinical outcomes. It can be accomplished by providing counseling and education while also enhancing their professional growth. The requirements are evident, pharmacists have a well-documented role, and a promising opportunity awaits (76).

Conclusion and perspectives

Therapeutic care is founded on respect for the patient's individuality and stands in clear contrast to paternalistic and authoritarian approaches. It is essential to rethink medication adherence, encouraging a shift

from viewing it as a strict enforcement by the practitioner's authority to seeing it as a joint effort involving everyone committed to resolving a specific issue. Non-adherence to medication negatively impacts health and increases healthcare costs. It is crucial for relevant parties to first acknowledge this issue's existence and properly understand its primary causes. Prioritizing medication adherence in policy discussions is crucial to raise awareness and implement effective solutions. Future efforts should focus on improving methods for measuring and screening medication adherence, with validated instruments, to better understand and address the nuances of this issue. Additionally, interventions such as multidrug punch cards and medication charts show their potential in enhancing adherence, particularly in polypharmacy. A collaborative, patient-centered approach in healthcare is vital, empowering pharmacists to play a more integral role. This approach, combined with effective adherence measurement and screening, holds the key to improve patient medication adherence.

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