

Older adult misuse of over-the-counter medications: effectiveness of a novel pharmacy-based intervention to improve patient safety.

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Unintentional misuse (e.g., drug-drug, drug-age interactions) of over-the-counter (OTC) medications can result in significant patient harm, particularly for high-risk populations, such as older adults. In this study, community pharmacies participating in the intervention redesigned pharmacy aisles to support older adults' selection of safe OTC medications (Senior Safe); control pharmacies did not make any design changes. Consumers age 65 or older at participating pharmacies were asked to read a hypothetical health scenario, select an OTC from inside the pharmacy, and then describe how they would use it. Drug-drug and drug-age misuse types were more common at control pharmacies for high-risk medications.