



# Behavioural science applied to medicines optimisation challenges:

## Medication adherence

### Ageing and Multi-morbidity Theme Webinar Series

#### About the webinar:

This webinar will bring together practitioners, researchers and all others interested in applying behavioural science to address challenges related to medication adherence. The event will highlight completed and ongoing projects that have incorporated behavioural science to studies on medication adherence. The webinar will end with discussion between participants and speakers to share learning, support cross-organisation working and enable researchers and practitioners to discuss what works for patients and staff.



Friday 25 March 2022, 2-3pm (GMT)  
Online event: [Register here](#)

#### Programme

- 10 min. **Introduction to behavioural science and medication adherence**  
[Prof Debi Bhattacharya, Universities of Leicester and East Anglia]
- 10 min. **Challenges of measuring medication adherence**  
[Prof Samuel Allemann, University of Basel]
- 10 min. **Identification of Medication Adherence Barriers**  
[Prof Debi Bhattacharya, Universities of Leicester and East Anglia]
- 30 min. **Curated conversation** – audience response to presentations, key points of learning and future research initiatives.  
[Facilitated by Kumud Kantilal, University of East Anglia]



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### Speaker biographies



#### Debi Bhattacharya

Professor of Behavioural Medicine

University of Leicester, University of East Anglia, UK

Debi is a primary care pharmacist and Professor of Behavioural Medicine at the University of Leicester and honorary professor at the University East Anglia. Her research focusses on developing approaches to change patient and practitioner behaviour. She has applied this science to developing a range of tools and interventions including the [Medication Adherence Support Decision Aid \(MASDA\)](#), identifying tailored strategies to support medication adherence [IMAB-Q](#), an organisational approach to support prescribers to taper prescribed opioids [Opioid toolkit](#) and increasing proactive deprescribing of medicines when the likelihood of harm outweighs benefit [CHARMER](#).



#### Samuel Allemann

Assistant Professor of Pharmaceutical Care

University of Basel, Switzerland

Samuel Allemann graduated 2012 as a pharmacist from the Department of Pharmaceutical Sciences at the University of Basel. He joined the Pharmaceutical Care Research Group (PCRG) with Prof. Kurt Hersberger in 2013 and obtained his PhD in 2017. In the same year, he completed his postdoctoral training as clinical pharmacist at the cantonal hospital Baselland with Dr. Markus Lampert and worked for one year as clinical pharmacist at the Solothurner Spitäler AG. In 2018, he joined Prof. Anne-Marie Schott at the Health Services and Performance Research Lab (HESPER) in Lyon, France, for a postdoctoral fellowship. Between 2019 and 2021, he was working as postdoctoral researcher at the PCRG in Basel and as expert and project leader for the Swiss Pharmacists Association pharmaSuisse in Bern. In August 2021 he was appointed Assistant Professor for Pharmaceutical Care at the Department of Pharmaceutical Sciences at the University of Basel