

---

# EDITORIAL

## KNOWLEDGE MANAGEMENT AS A BASIS FOR EFFECTIVE TREATMENT OUTCOMES

J.A. Orwa, PhD, FPSK.

*Knowledge Centers and Dissemination Division, RD & KM, KEMRI*

Knowledge Management (KM) is essentially about getting the right knowledge to the right person at the right time when needed. In healthcare practice, the right information can quite literally save lives, but only if professionals have the ability to quickly access it from anywhere, at any time. However, healthcare practitioners still largely base their decisions on personal knowledge and experiences, as well as the limited patient information available to them. The medical field constantly evolves as new research is released and new treatments are discovered. Scientific evidence is increasingly being produced but the gap between evidence and decision making still needs to be filled for effective health outcomes. It is important to translate research evidence, package and communicate to the different consumers of research outcome to facilitate uptake. This is achieved through knowledge translation, which is basically the synthesis, dissemination, exchange, and sound application of knowledge to improve health. To care for patients effectively, pharmacists must be able to share pharmaceutical knowledge and current drug and treatment information with patients.

Chronic illnesses like diabetes are increasingly affecting populations in the developing world, diseases that were previously associated with the developed world. Patients with chronic diseases require different sets of knowledge needs. Patient-centered health-care practice promote knowledge creation and utilization by chronic patients through the introduction of disease-specific patient community, a forum supporting the integration of knowledge gained from the experiences of living with chronic disease in their self-management. Patients provide untapped resource of knowledge that can be employed by health-care providers to inform advances in service delivery and improve health outcomes. Formally introducing disease-specific patient community operationalizes the principles of patient-centered care by validating the needs,

preferences, contributions and experiences of chronic patients as high quality sources of knowledge.

Studies have demonstrated that pharmacist-provided medication therapy management (MTM) in acute care or outpatient clinic settings, as well as in chronic care management have made positive contributions to patient care quality and safe medication use. Overuse, underuse and misuse of therapies results in reduced efficiencies and quality of life. The know-do-gap in healthcare practice and health management systems creates the need for Knowledge Translation to optimize the results in investment on research. Pharmacists have a crucial role in evaluating the evidence to choose the appropriate treatment for the patient, personalization of the therapy for the specific patient in regard to the experiences and patient preferences, and decision-making to initiate the treatment because they are the drug experts who are academically trained for this purpose. This will promote "rational use of medicines," thus improving the outcome of pharmacotherapy as well as decreasing health costs.

### Bibliography

1. Pinto S.L, Kumar J, Partha G., and Bechtol R.A. Pharmacist-Provided Medication Therapy Management (MTM) Program Impacts Outcomes for Employees with Diabetes. *Population Health Management*. 2014 17:1, 21-27. <https://doi.org/10.1089/pop.2012.0124>.
2. Toklu HZ. Promoting evidence-based practice in pharmacies. *Integr Pharm Res Pract*. 2015 Sep 3;4:127-131. doi: 10.2147/IPRP.S70406. PMID: 29354526; PMCID: PMC5741015.
3. Winkelman WJ, Choo CW. Provider-sponsored virtual communities for chronic patients: improving health outcomes through organizational patient-centred knowledge management. *Health expectations*. 2003 Dec;6(4):352-8.