

# A BRAILLE-IANT MOVE TOWARDS ACCESSIBILITY

WORLDWIDE  
ACCESSIBILITY





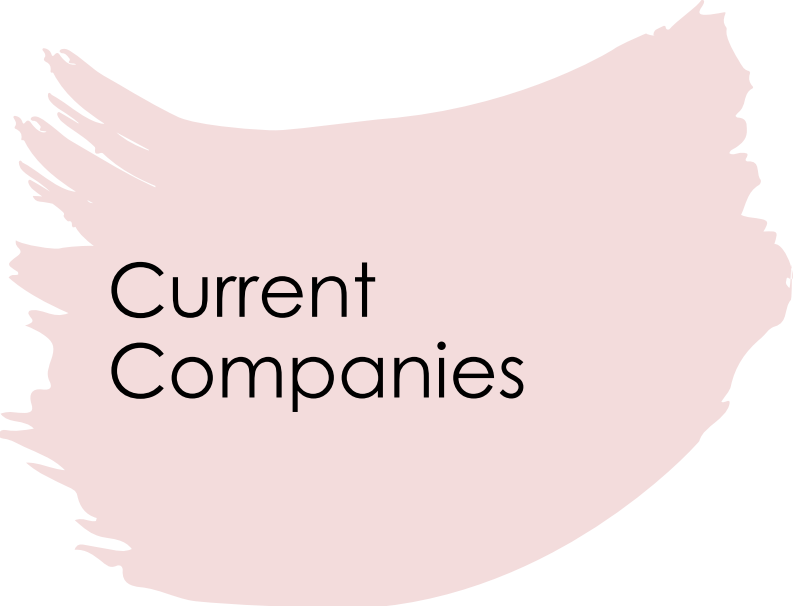
# Background

- Visually impaired patients are faced with the challenge of not being able to access the vital information on their prescription vials due to the lack of regulation for access to Braille labels.
- A survey was conducted by the American Foundation for the Blind to determine the difficulties that patients with visual impairments have in reading prescription or over-the-counter medication information
- Interview via Email/Phone with the Maryland School for the Blind, Korea Blind Union, as well as personal encounters with patients who are visually impaired confirmed these issues

# Commonly reported consequences of unreadable drug labeling information:

## From AFB Survey 2008

- Taking the wrong medication
- Taking an incorrect dosage of medication
- Taking expired medications
- Inability to access the necessary information to refill medications on time
- Illness due to taking the wrong medication or incorrect dosage of medication
- Emergency room visits or hospitalization
- Additional expenses
- Increased anxiety
- Inability to maintain confidentiality
- Inability to detect pharmacy errors
- Dependence on either trusted sighted companion or complete strangers to convey necessary drug information



## Current Companies

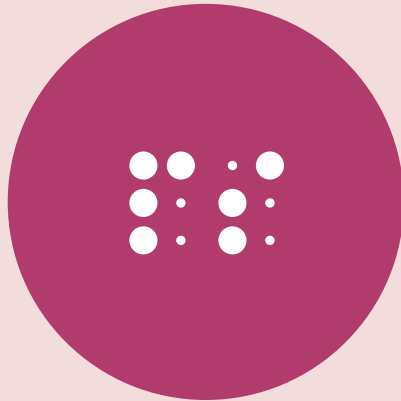
**BRL** – Clear adhesive braille overlay only for Rx, doesn't offer aux label; requires using software for visual verification of label.

**ScriptView** – Large print labels for those with low vision; requires separate printer; have QR code that can audibly access the prescription information.

**ScriptTalk** - Pharmacy provides a special sticker on the bottom of the bottle that has RFID chip

**QR code** – Need to use a device; visually impaired patients have challenges using a mobile device.

# How is "BRAILLE-IANT" different?



PROVIDING BRAILLE-COATED "AUXILIARY"  
LABEL




PHARMACIES CAN GET THE LABELS FROM  
A MANUFACTURER AND WOULDN'T NEED  
TO HAVE THE PRINTERS ON SITE



PHARMACIES CAN USE IT ON OTC/RX -  
OFFERING UNIVERSAL COMPATIBILITY

# Patient-stated Barriers & Proposed Solutions


Survey respondent reported having other **dexterity issues** (in addition to their vision loss) that makes it difficult to use assistive technology devices which made it even more challenging to properly identify and take their medications.



**Solution** – Patients can read braille and would not require learning of new technology or assistive methods

# Patient-stated Barriers & Proposed Solutions


Survey respondent reported that **assistive technology devices** are available to allow patients with vision loss to more effectively use take their medications; however, these devices **are not always affordable**.



**Solution** – Braille auxiliary labels would not impose additional expense on the patients and would take away the need for these devices

# Patient-stated Barriers & Proposed Solutions

**Multiple survey respondents reported dependence** on trusted sighted companions – patients feel as though they are a **burden** to their family members.



**Solution** - Auxiliary braille labeling highlights key information about medication use and risks, reducing the need for dependence at all times



Braille text

Braille text



# Feasibility

- Produce auxiliary labels with clear braille overlay.
- Replace existing pharmacy labels upon pharmacy request.
- Clear braille auxiliary labels can be used by ALL patients.

# Significance of “Braille-iant” Labels



INCREASED  
ACCESSIBILITY



INCREASED  
AUTONOMY



INCREASED  
MEDICATION SAFETY

# Potential Issues

1

Pharmacies must manually purchase the auxiliary labels

2

Braille could be compromised during use – ex. Damaged

3

Benefits contingent on braille literacy

*Thank you!*  
*Questions?*

