OBJECTIVES:
Hypertension is one the major chronic diseases resulting in high mortality and morbidity in today’s world. Socio-economic, behavioral, nutritional and public health issues have also leads to increase in cardiovascular disease (CVD) throughout the world. A plethora of new drugs is now available, and the quality of life for the patients has altered for the better. A number of drugs in various combinations are generally used for effective long-term management. Therefore, drug utilization studies, which evaluate, analyze the medical, social and economic outcomes of the drug therapy are more meaningful and observe the prescribing attitude of physicians with the aim to provide drugs rationally Williams B (2004).

High blood pressure (BP) is a major public health problem in India and its prevalence is rapidly increasing among both urban and rural populations. Gupta R (2010), Gupta R (1996) In fact, hypertension is the most prevalent chronic disease in India.

In Indian rural setup, majority of the patients are illiterate and have poor health literacy, they may lead to misuse of drugs or improper usage or drug induced disorders or failure of ongoing treatment. The Safe and effective drug therapy depends on, patients being well-informed about their medication. For rational use of medication the only tool is “patient counseling”. So there is a need of proper advice or counseling for improving their health condition.

The poor adherence to therapy is a major reason that large percentage of patients with Hypertension fail to achieve good blood pressure control. Non adherence can lead to detrimental outcomes, including relapse of the disease being treated, nursing home admission, and increased morbidity and mortality. Conversely, increased adherence has the potential to improve treatment outcomes.

The rationale behind this study is to assess the effect of pharmacist mediated counseling on patient’s Knowledge, Practice and Attitudes, adherence to medication and his/her overall quality of life in hypertensive patients of Gulbarga in South Indian city This is to affirm the finding that the pharmacist can play an essential role, when it comes to dealing with the menace of hypertension in South India.
Primary objective

1. To evaluate the knowledge and attitude of the patient towards the anti-hypertension treatment.
2. To carry out the patient education and counseling regarding consequences of hypertension for the eligible patients.
3. To assess and improve the adherence towards treatment protocol.

Secondary objective:

1. To assess the quality of life (QOL) of the hypertensive patients at study site.