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**FAMILY PHYSICIAN STRATEGIES THAT CAN HELP
STRENGTHEN ADHERENCE TO TREATMENT AND QUALITY
OF LIFE OF PATIENTS WITH COMORBID PATHOLOGY**

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In modern medicine there is a change in the paradigm of treatment, the purpose of which is the use of special treatment methods and personalized prevention plans, unique to each patient.

In this regard, it is important to study methods that promote the implementation of the principles of personalized medicine, the interaction of family physician and patient, and monitoring the effectiveness of treatment, in particular, such as adherence to treatment and quality of life. This is especially important for comorbid pathologies.

Osteoarthritis (OA) and hypertension (HP) are the most common chronic joint disease, occurring in more than 10-20% of the world's population and correlating with age [1], [2].

OA is characterized by pain, significant structural changes in the joints and functional disorders. Pain syndrome in this disease is the main reason for patients to seek medical help from a family doctor and causes not only significant temporary disability of young and middle-aged people, but also early disability. All of the above significantly affects the quality of life (QOL) of patients. According to recent studies, OA is the most common hypertension (HP), which is also the most common pathology of cardiovascular disease (CVD) worldwide [3], [4].

The analysis allowed to determine the main strategies of the family doctor in communication with a patient with osteoarthritis with poor pathology: patient education, improvement of medication, improving the environment between patient and doctor, improving patient care. These strategies and their combinations can be used in practice to strengthen adherence to treatment of patients with comorbid pathology.

Table 1

Family physician strategies that can help strengthen adherence to treatment of patients with comorbid pathology

Type of strategy	Specialized strategies
Patient education	The doctor's interest during the diagnosis The advantage of face-to-face meetings with the patient Creating an environment of trust between doctor and patient Feedback
Improving medication mode	Simplification of treatment The use of pill boxes Dosage once a day Combined recipes Increasing the dose is better than introducing other treatments Application of 90 days drug support
Improving patient-physician interaction	Discussion of risks, side effects and preferences of drug treatment Using a patient-centered approach
Improving patient care	Application of Telemedicine methods Using by patients f self-management tools, f.e. Diary for self-observation Use of the lowest cost drugs Use of medication reminders

As part of these strategies, in order to improve the control of the effectiveness of treatment of patients with comorbid flow, it is recommended to use the Moriski-Green questionnaire to increase adherence to treatment, which provides not only short-term effect but also long-term impact on disease prognosis.

It has also been proven that the use of the SF-36 questionnaire for integrated assessment of patients with comorbid pathology can be an effective method of implementing strategies and the key to a personalized treatment strategy.

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