

14 October 2021

Media release



## A new podcast for primary healthcare clinicians

He Ako Hiringa is pleased to announce the launch of their podcast series, *Legendary Conversations*.

Suitable for all clinicians, *Legendary Conversations* focuses on aspects of primary care in Aotearoa New Zealand. *Initiating new medicines (part 1)* is the first episode in the series and features Professor Keith Petrie from University of Auckland Medical School.

Professor Petrie's research involves work on patients' perceptions of illness, treatment adherence and the nocebo effect. During this episode, Professor Petrie discusses the psychological effects of taking medicines and what primary healthcare professionals need to know.

With new therapies constantly being introduced, having a plan for communicating about these is key to improving patient acceptance and adherence. During this 17-minute podcast you'll hear why prescribers exhibit new medicines hesitancy, how this might impact patients and how to minimise the nocebo effect.

*Initiating new medicines (part 2)* will be released shortly and will include a scripted conversation demonstrating how to talk to patients about changing or starting a treatment.

*Initiating new medicines (part 1)* is freely available at [akohiringa.co.nz](https://akohiringa.co.nz), [Apple Podcasts](#) and [Spotify](#). It is endorsed by RNZCGP for 0.25 CME credits and has been endorsed by the Pharmaceutical Society of NZ Inc (PSNZ) as suitable for inclusion in a pharmacist's CE records for Continuing Professional Development (CPD) purposes.

HE AKO HIRINGA

+64 9 488 4286 | [admin@akohiringa.co.nz](mailto:admin@akohiringa.co.nz)

11 Omana Road, Milford, Auckland, New Zealand 0620 | [www.akohiringa.co.nz](https://www.akohiringa.co.nz)