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Narrative Review: Evaluation Of The Effect Of Counseling On Medication Adherence Among Patients With Hypertension

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ABSTRACT

Hypertension is a major non-communicable disease associated with cardiovascular complications and requires long-term treatment supported by consistent medication adherence. However, many patients with hypertension experience difficulties adhering to prescribed antihypertensive therapy due to limited knowledge, low health literacy, concerns about medication side effects, insufficient motivation, and inadequate family support. This study aims to evaluate the effect of counseling on medication adherence among patients with hypertension based on findings from previously published studies. A narrative review approach was employed by searching national and international scientific literature published between 2020 and 2025 through PubMed, Scopus, ScienceDirect, and Google Scholar. Articles were selected according to predefined inclusion and exclusion criteria, including relevance to counseling, health education, and medication adherence among hypertensive patients. The initial search identified 50 articles, of which 34 met the eligibility criteria and were included in the descriptive analysis. The findings indicate that counseling provided by healthcare professionals, particularly pharmacists, has a positive influence on patients' adherence to antihypertensive medication. Counseling improves patients' understanding of hypertension, the correct use of medication, the importance of long-term treatment, and the adoption of healthy lifestyle practices. Furthermore, structured and continuous counseling is generally more effective than one-time educational interventions, particularly when combined with blood pressure monitoring, medication reminder systems, digital education, and family support. These interventions may contribute to improved blood pressure control, better quality of life, and reduced risks associated with uncontrolled hypertension. Nevertheless, counseling effectiveness remains influenced by health literacy, socioeconomic conditions, healthcare accessibility, healthcare professionals' workload, and the availability of adequate facilities. In conclusion, counseling is an important component of comprehensive hypertension management and should be integrated into routine healthcare services, particularly clinical pharmacy practice. Continuous, patient-centered counseling supported by appropriate monitoring and family involvement is recommended to strengthen medication adherence and improve therapeutic outcomes among patients with hypertension.

***Keyword**: adherence, hypertension, counseling, patient education, hypertensive therapy.*

Introduction

Hypertension is a non-communicable disease whose prevalence continues to rise year after year, and it remains a leading trigger of cardiovascular disorders such as stroke, coronary heart disease, heart failure, and chronic kidney failure. The condition is often referred to as a *silent killer* because most patients experience no obvious symptoms, yet if left uncontrolled it can lead to serious complications. As

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emphasized by the *International Society of Hypertension*, keeping blood pressure within the ideal range is crucial to reducing morbidity and mortality from cardiovascular disorders. Managing hypertension cannot rely on medication alone; it also requires lifestyle change and patient discipline in following treatment (Charchar et al., 2024; Manciaa, 2020; Parati et al., 2021)

One of the major obstacles in managing hypertension is patients' poor adherence to antihypertensive therapy. When patients are not disciplined in taking their medication, blood pressure targets become difficult to reach and the risk of long-term complications rises. Several studies show that this weak adherence stems from various factors, including patients' limited understanding of the disease and its treatment, low health literacy, medication side effects, lack of motivation, and limited access to healthcare services. Socioeconomic factors and insufficient family support also help determine whether antihypertensive therapy succeeds. Poor adherence to antihypertensive treatment has even become a global issue affecting the broader success of blood pressure control. This non-adherence generally stems from patients' limited understanding of their therapy, low motivation to seek treatment, and suboptimal education from healthcare workers. In addition, adherence in chronic disease is also influenced by socioeconomic conditions, access to healthcare services, and family support (Adnelda *et al*., 2020; Aliyah & Damayanti, 2022; Alosaimi *et al*., 2022; Hamrahian *et al*., 2022; Milandari & Rismawan, 2023); Verulava & Mikiashvili, 2021)

To promote adherence among hypertensive patients, healthcare workers particularly pharmacists as part of clinical pharmacy services play an indispensable role. A pharmacist's task is not merely to dispense medication, but also to equip patients with education and counseling on the correct use of medication, the importance of continuous therapy, and lifestyle changes that support recovery. When delivered consistently, counseling has been shown to broaden patients' understanding, improve their medication-taking habits, and build awareness of the benefits of therapy and the dangers of complications when treatment is neglected. Health education and counseling are therefore an essential component of hypertension management, as they can foster patients' awareness of the importance of long-term therapy and healthy lifestyle change. Well-targeted education also helps patients understand how to use antihypertensive medication correctly and regularly (Chrismilasari & Negara, 2022; Nasir *et al*., 2021; Tan, 2020; Jioe *et al*, 2024)

A range of studies show a positive relationship between counseling and improved adherence among hypertensive patients. Patients who receive counseling generally take their medication more faithfully, attend health check-ups more regularly, and are more aware of the importance of keeping blood pressure stable. Furthermore, patient education combined with pharmacist intervention has also been shown to boost patients' quality of life while helping achieve better blood

pressure control. The impact of counseling becomes even more pronounced when it is delivered continuously and combined with therapy monitoring, medication reminder systems, and support from family and cross-disciplinary healthcare workers. Research on the effectiveness of counseling still needs to be further developed to support more optimal health services and to continuously improve the success of hypertension therapy (Andrew *et al*., 2022; Dalal *et al*., 2021; Nainggolan *et al*., 2024)

Nevertheless, the implementation of counseling for hypertensive patients in the field still faces various obstacles, such as limited time available to healthcare workers, the large number of patients that must be served, patients' low education level, and inadequate healthcare facilities. Patients who view long-term medication use negatively are also frequently encountered, leading some to stop therapy on their own without first consulting a healthcare worker. On this basis, a more comprehensive review is needed to summarize and evaluate the various studies on the effect of counseling on adherence among hypertensive patients, which can later serve as a foundation for formulating more effective intervention strategies to improve the quality of healthcare services and the sustained success of hypertension therapy (Yousuf *et al*., 2023)

Methods

Information Sources and Strategy

This review applies a narrative review approach as the method for examining the role of counseling in patients' adherence to antihypertensive medication. This approach was chosen because it gives the researcher latitude to search, appraise, and synthesize a range of relevant research findings, thereby providing a comprehensive picture of the extent to which counseling effectively supports therapy adherence among hypertensive patients. The review process was carried out by collecting and appraising scientific articles that discuss the relationship between counseling, health education, and adherence in the use of antihypertensive medication.

Data Sources and Literature Search Strategy

Data were gathered from national and international scientific articles retrieved through the electronic databases PubMed, Scopus, ScienceDirect, and Google Scholar. The search was conducted using a combination of the keywords "hypertension," "medication adherence," "pharmacist counseling," "patient education," and "antihypertensive therapy," combined with the Boolean operators *AND* and *OR* to obtain articles relevant to the topic. A narrative review approach was chosen because it allows the researcher to explore and synthesize various

research findings with differing designs, in order to gain a thorough understanding of the effect of counseling on adherence among hypertensive patients.

The inclusion criteria for this review comprised articles in Indonesian or English published between 2020 and 2025, available in full text, and discussing the effect of counseling, health education, or healthcare-worker intervention on medication adherence among hypertensive patients. Conversely, articles were excluded if they were not relevant to the topic, full text was unavailable, they were in the form of editorials, opinion pieces, or letters to the editor, or they did not present sufficient data for analysis.

Table 1. Eligibility Criteria

Inclusion Criteria	Exclusion Criteria
Scientific articles published between 2020–2025	Articles published before 2020
Original research articles, systematic reviews, or relevant literature reviews	Blog posts, editorials, opinion pieces, or non-scientific articles
Articles discussing medication adherence among hypertensive patients	Articles not discussing adherence or unrelated to hypertension
Articles examining factors influencing adherence, such as knowledge, motivation, family support, and/or the role of healthcare workers	Studies not discussing adherence factors or lacking relevant variables
Articles in Indonesian or English with full text and adequate data	Articles lacking complete data

The initial search process yielded 50 articles from the various databases used. After a selection process based on year of publication, relevance of title and abstract, and availability of full text, 34 articles were found to meet the criteria for further analysis

Result and Discussion

The literature review shows that counseling is one of the important forms of intervention in promoting adherence among hypertensive patients to their treatment. A number of studies report that counseling provided by healthcare workers, especially pharmacists, can broaden patients' understanding of their hypertensive condition, the correct way to use medication, and the urgency of undergoing continuous therapy. Counseling has also been reported to support improved blood pressure control and the overall success of hypertension treatment.

Medication adherence is the main determinant of whether hypertension treatment succeeds. Patients who are undisciplined in following antihypertensive therapy risk uncontrolled increases in blood pressure, making them vulnerable to complications ranging from coronary heart disease and stroke to heart failure and chronic kidney failure. The literature review shows that poor patient adherence is influenced by various factors, including limited knowledge about the disease and its treatment, low motivation to pursue long-term therapy, concern about medication side effects, and insufficient support from family or healthcare workers. Education and counseling interventions are therefore essential to help patients better understand the importance of adhering to their therapy.

The various studies reviewed show that counseling has a positive influence on patients' adherence to antihypertensive therapy. The effectiveness of counseling itself is influenced by several factors, such as the delivery method used, the intensity of education provided, patients' level of understanding, and support from family and healthcare workers. In general, studies applying structured, continuous counseling tend to show better results than counseling given only once. A summary of study characteristics and the main findings regarding the effect of counseling on medication adherence among hypertensive patients is presented in Table 2.

Table 2. Summary of studies on the effect of counseling on medication adherence among hypertensive patients

No	Author and Year	Title	Method	Sample	Main Findings
1	Adnelda *et al.*, 2020	Tinjauan: Pengaruh Kepatuhan Konseling dan Pengendalian Tekanan Darah pada Pasien Hipertensi	Review	Several journals	Counseling improves patient adherence and helps blood pressure control
2	Cayetano & Loquias, 2020	Pengaruh Program Konseling Pengobatan untuk Tentara Hipertensi di Rumah Sakit Umum Angkatan Darat: Studi Percontohan	Pilot study	30 hypertensive soldiers	Medication counseling program improves therapy adherence in hypertensive patients
3	Ayodapo *et al.*, 2020	Pendidikan Pasien dan Kepatuhan Pengobatan di Kalangan Penderita	Cross-sectional	220 hypertensive patients	Patient education influences hypertension

No	Author and Year	Title	Method	Sample	Main Findings
		Hipertensi di Rumah Sakit Tersier			treatment adherence
4	Tan, 2020	The Need of Patient Education to Improve Medication Adherence among Hypertensive Patients	Review article	Several journals	Patient education improves medication adherence in hypertension
5	Paczkowska *et al.*, 2021	Impact of Patient Knowledge on Hypertension Treatment Adherence and Efficacy	Single-center study	200 patients	Patient knowledge affects adherence and treatment efficacy in hypertension
6	Nasir *et al.*, 2021	Pengaruh Konseling terhadap Tingkat Kepatuhan Pengobatan pada Pasien Hipertensi di Indonesia	Literature review	5 journals	Counseling is shown to improve treatment adherence in hypertensive patients
7	Ionov *et al.*, 2021	Pendekatan Berbasis Nilai untuk Telemonitoring Tekanan Darah dan Konseling Jarak Jauh pada Pasien Hipertensi	Telemonitoring intervention	120 patients	Remote counseling and telemonitoring improve blood pressure control
8	Dalal *et al.*, 2021	Kepatuhan Terapi pada Hipertensi: Bukti Terkini dan Opini Ahli dari India	Expert review	Several journals	Therapy adherence is the main factor in successful hypertension treatment
9	Andrew *et al.*, 2022	Meningkatkan Kepatuhan dan Manajemen pada Pasien Hipertensi: Dampak Bentuk dan	Educational intervention	150 patients	Frequency of education improves adherence and

No	Author and Year	Title	Method	Sample	Main Findings
		Frekuensi Intervensi Pengetahuan			hypertension management
10	Putri *et al*., 2022	Peran Farmasis terhadap Tingkat Kepatuhan Penggunaan Obat, Pengetahuan, dan Tekanan Darah Pasien Hipertensi Prolanis	Observational	60 patients	Pharmacist involvement improves medication adherence and blood pressure control
11	Fentaw & Adamu, 2022	Kepatuhan Pasien Hipertensi terhadap Konseling Klinisi di Kota Dessie, Ethiopia	Cross-sectional	308 patients	Patient adherence improves after clinician counseling
12	Sabiti *et al*., 2023	Pengaruh Konseling Apoteker terhadap Kepatuhan Obat dan Nilai Tekanan Darah pada Pasien Hipertensi	Intervention	40 patients	Pharmacist counseling improves medication adherence and blood pressure values
13	Jioe *et al*., 2024	Dampak Konseling terhadap Kepatuhan Pasien dalam Pengobatan Antihipertensi: Tinjauan Pustaka	Literature review	8 journals	Counseling has a positive impact on antihypertensive adherence
14	Nainggolan *et al*., 2024	Pengaruh Konseling Obat terhadap Pengetahuan dan Tingkat Kepatuhan Pasien Hipertensi Tahun 2023	Intervention	45 patients	Medication counseling improves patient knowledge and adherence
15	Shrestha *et al*., 2024	Efektivitas Program Konseling Terstruktur untuk Pasien dengan	Structured counseli	84 patients	Structured counseling effectively

No	Author and Year	Title	Method	Sample	Main Findings
		Hipertensi Esensial yang Baru Didiagnosis	ng program		improves therapy adherence
16	Choudhry *et al.*, 2022	Medication Adherence and Blood Pressure Control	Scientific statement	Various studies	Medication adherence is a key factor in blood pressure control
17	Hamrahian *et al.*, 2022	Critical Review of Medication Adherence in Hypertension	Review	Various studies	Barriers and facilitating factors affect patient adherence
18	Verulava & Mikiashvili, 2021	Knowledge, Awareness, Attitudes and Medication Adherence	Cross-sectional	Hypertensive patients	Patient knowledge and awareness are related to adherence
19	Setiyana, 2021	Hubungan Pengetahuan dengan Kepatuhan Minum Obat Antihipertensi	Cross-sectional	Hypertensive patients	Good knowledge improves adherence
20	Chrismilasari & Negara, 2022	Effectiveness of Health Education	Health education	Patients' families	Education improves knowledge about hypertension
21	Aliyah & Damayanti, 2022	Faktor yang Berhubungan dengan Kepatuhan Minum Obat	Systematic review	Various studies	Social, economic, and family-support factors influence adherence
22	Alosaimi *et al.*, 2022	Medication Adherence among Chronic Disease Patients	Cross-sectional	Chronic disease patients	Adherence is influenced by patient characteristics and health services
23	Charchar *et al.*, 2024	Lifestyle Management of Hypertension	Position paper	Various studies	Lifestyle change and education support

No	Author and Year	Title	Method	Sample	Main Findings
					hypertension control
24	Parati *et al.*, 2021	Current Challenges in Hypertension Management	Review	Various studies	Patient adherence remains a major challenge in hypertension therapy
25	Mancia & Dominiczak, 2020	International Society of Hypertension Guidelines	Guideline	General population	Hypertension management requires long-term therapy adherence
26	Yousuf *et al.*, 2023	Medication Adherence in Uncontrolled Hypertension	Observational	Hypertensive patients	Non-adherence is associated with uncontrolled hypertension
27	Milandari *et al.*, 2023	Dukungan Keluarga dan Kepatuhan Pengobatan	Cross-sectional	Hypertensive patients	Family support improves adherence
28	Yukselen *et al.*, 2023	Virtual Patient Education for Hypertension	Virtual education intervention	Hypertensive patients	Virtual education improves patient behavior change
29	Albelbeisi *et al.*, 2021	Barriers of Adherence to Health Education	Cross-sectional	Healthcare workers	Education barriers affect the success of counseling
30	Komaling *et al.*, 2024	Evaluasi Tingkat Kepatuhan Penggunaan Obat Hipertensi	Observational	Hypertensive patients	Patient adherence levels remain variable
31	Asnaniar *et al.*, 2021	Pengaruh Terapi Komplementer pada Hipertensi	Systematic review	Various studies	Additional interventions support hypertension control

No	Author and Year	Title	Method	Sample	Main Findings
32	Dzakiyyah & Hajma, 2025	Hubungan Konseling dengan Tingkat Kepatuhan	Cross-sectional	Outpatients	Counseling is associated with improved adherence
33	Fanani *et al.*, 2025	Health Counseling to Increase Knowledge and Adherence	Intervention	Hypertensive patients	Counseling improves knowledge and adherence
34	Yulianti *et al.*, 2025	Theory-Based Interventions for Medication Adherence	Systematic review	Various studies	Theory-based interventions effectively improve adherence

Referring to the summarized findings, most studies show that patients who regularly receive education and counseling tend to be more disciplined than patients who do not receive such intervention. Counseling helps patients understand the importance of using medication regularly, keeping to follow-up schedules, and recognizing the risk of complications when therapy is not properly followed (Adnelda *et al.*, 2020; Nasir *et al.*, 2021)

1. Adherence Level among Hypertensive Patients

Adherence among hypertensive patients refers to the extent to which patients follow therapy as directed by healthcare workers, encompassing regular medication use, compliance with follow-up schedules, and adoption of a healthy lifestyle to support blood pressure control. This level of adherence is a key determinant of therapy success, since less disciplined patients are at greater risk of blood pressure spikes and cardiovascular complications. Poor patient adherence generally stems from limited understanding of hypertension, low motivation to seek treatment, concern about side effects, and fatigue from undergoing long-term therapy. Education and counseling are therefore an important means of helping patients maintain adherence to antihypertensive therapy (Aliyah & Damyanti, 2022; Hamrahian *et al.*, 2022)

Several studies show a close relationship between patients' level of understanding and their adherence to antihypertensive medication. Patients who understand the purpose of treatment, the benefits of long-term therapy, and the risk of hypertensive complications tend to be more adherent than patients with limited understanding. In addition, patients' awareness of the importance of keeping blood pressure under control further drives their motivation to adhere to prescribed

therapy. Strengthening patients' understanding through education and counseling is therefore an important strategy that supports the success of hypertension treatment (Chrismilasari & Negara, 2022; Setiyana, 2021; Verulava & Mikiashvili, 2021)

2. Effectiveness of Counseling in Hypertension Therapy

The benefits of counseling in hypertension treatment are evident in patients' improved understanding of antihypertensive medication use, healthier lifestyle changes, and their ability to sustain medication adherence over the long term. Counseling delivered regularly and in a well-organized manner can help patients understand the purpose of therapy, the urgency of blood pressure control, and the risk of complications that may arise if treatment is not followed with discipline. Andrew *et al.* found that education and counseling delivered at higher frequency produced better outcomes for both adherence and blood pressure control in hypertensive patients. Counseling also plays a role in motivating patients to adopt a healthy lifestyle, such as limiting salt intake, exercising regularly, maintaining an ideal body weight, and avoiding smoking and alcohol. A combination of complementary therapy, health education, and appropriate pharmacological treatment is considered capable of improving the success of blood pressure control in hypertensive patients (Andrew *et al*., 2022; Asnaniar *et al*., 2021)

3. Main Findings from the Reviewed Studies

The literature review shows that counseling interventions carried out by healthcare workers, particularly pharmacists, make a tangible contribution to improved patient understanding, more consistent use of antihypertensive medication, and successful blood pressure control. Sabiti *et al.* demonstrated that patients who received counseling experienced greater improvement in medication adherence together with a better reduction in blood pressure compared with before the intervention was given (Sabiti *et al*., 2023)

This finding is consistent with the study by Dzakiyyah and Hajma, which showed a relationship between the implementation of counseling and the level of medication adherence among hypertensive patients in outpatient care. In addition, Fanani *et al*. reported that health counseling activities not only broadened patients' knowledge of hypertension but also contributed to improved adherence to prescribed therapy. These findings further reinforce that counseling is an effective intervention in supporting the success of hypertension treatment through improved understanding and active patient involvement in managing their condition (Dzakiyyah & Hajma, 2025; Fanani *et al*., 2012)

4. Barriers to Counseling Implementation

The implementation of counseling for hypertensive patients still faces a number of challenges that affect the success of antihypertensive therapy. Several studies reveal that limited time available to healthcare workers, the high number of patients requiring service, and inadequate healthcare facilities can hinder the effectiveness of the counseling process. In addition, patients' low education level and health literacy make it difficult for some of them to absorb information about medication use and the importance of continuous therapy. Socioeconomic conditions, limited treatment costs, and insufficient family support also weaken patients' motivation to consistently follow therapy. Meanwhile, some patients still hold a negative view of long-term antihypertensive medication use because they worry about side effects or feel their condition has improved, leading them to stop treatment without first consulting a healthcare worker. More effective communication approaches, easily digestible education, and continuous support from healthcare workers are therefore needed to improve the success of counseling for hypertensive patients (Fentaw & Adamu, 2022; Yousuf *et al*., 2023)

Beyond the various implementation challenges, the effectiveness of counseling for hypertensive patients is also influenced by the method and continuity of the intervention applied. Several studies indicate that counseling that is structured and delivered continuously produces better results than counseling given only once. Counseling programs combined with therapy monitoring, blood pressure telemonitoring, medication reminder systems, and family support have been shown to promote patient adherence to antihypertensive therapy. Regular education also helps maintain patient motivation to keep using medication as recommended by healthcare workers and to regularly attend health check-ups. These findings confirm that the success of counseling does not depend solely on the delivery of information, but also on continuity of support and the involvement of various parties in assisting patients throughout their therapy (Ionov *et al*., 2021; Shrestha *et al*., 2024; Yulianti *et al*., 2025)

Beyond its benefits for medication adherence, counseling also has a positive impact on patients' understanding of hypertension and the management of their therapy. Patients who regularly receive education generally have a better understanding of the purpose of therapy, the benefits of long-term treatment, and the risk of complications from uncontrolled hypertension. A number of studies reveal that increased patient understanding is closely related to improved adherence and therapy success. Counseling also improves clinical outcomes, such as more optimal blood pressure control and an improved quality of life for patients. Counseling can therefore be regarded as an important intervention that targets not only medication-related behavior change, but also the overall success of

hypertension therapy through strengthened knowledge, adherence, and active patient involvement in managing their condition (Ayodapo *et al*., 2020; Paczkowska *et al*., 2021)

Discussion

Based on the literature review, counseling is shown to make a substantial contribution to promoting adherence among hypertensive patients to antihypertensive therapy. Patients who regularly receive counseling tend to better understand the purpose of therapy, the correct way to use medication, and the importance of undergoing long-term treatment. This increase in adherence, in turn, contributes to better blood pressure control and a reduced risk of cardiovascular complications. This finding is consistent with studies affirming that medication adherence is a key factor in the success of hypertension therapy (Choudhry *et al*., 2022; Nasir *et al*., 2021)

In addition to promoting adherence, counseling also has a favorable impact on patients' clinical outcomes. Various studies show that structured education can help lower blood pressure, improve quality of life, and support the overall success of therapy. The effectiveness of counseling is maximized when it is delivered continuously and supported by therapy monitoring, medication reminder systems, family support, and the use of digital education media and telehealth (Cayetano & Loquias, 2020; Ionov *et al*., 2021; Nainggolan *et al*., 2024; Milandari & Rismawan, 2023; Putri *et al*., 2022; Yukselen *et al*., 2023)

Nevertheless, the implementation of counseling in practice still encounters a number of obstacles. Limited time available to healthcare workers, a heavy patient caseload, low health literacy, and limited healthcare facilities can reduce the effectiveness of the education process. In addition, some patients still hold negative views toward long-term medication use or lack understanding of the importance of continuous therapy, making medication adherence difficult to sustain. A simpler, more personal, and more easily understood communication approach is therefore needed (Albelbeisi *et al*., 2021; Komaling *et al*., 2024; Yousuf *et al*., 2023)

The variation in counseling effectiveness across studies shows that the success of the intervention is determined not only by the delivery of information, but also by the quality of interaction between healthcare workers and patients, the frequency of education, the level of health literacy, and family support. Overall, this review reinforces that counseling is an effective intervention for promoting medication adherence and helping patients achieve blood pressure control targets. Structured education and counseling programs therefore need to be continuously integrated into hypertension services to improve therapy success and prevent long-term complications (Alosaimi *et al*., 2022; Charchar *et al*., 2024; Aliyah & Damayanti,

2022; Parati *et al*., 2021; Tan, 2020) (Aliyah & Damayanti, 2022; Alosaimi *et al*., 2022; Charchar *et al*., 2024; Parati *et al*., 2021; Tan, 2020)

Limitations

This review has several limitations. First, the number of articles analyzed is relatively small and thus cannot fully represent the entirety of research on the effect of counseling on adherence among hypertensive patients. Second, there is considerable variation in study design, sample size, and intervention methods across the studies analyzed, which may introduce heterogeneity into the findings. In addition, this review uses a narrative review method that does not apply as systematic a literature-selection process as a systematic review, leaving room for potential bias in article selection. Future research is therefore recommended to adopt a systematic review or meta-analysis approach to obtain a stronger level of evidence.

Conclusion

Based on the review of various studies, counseling is shown to have a positive effect on improving medication adherence among hypertensive patients. Through counseling, patients' knowledge of their condition, the correct way to use medication, the urgency of long-term therapy, and lifestyle changes that support blood pressure control can be effectively built.

The effectiveness of counseling is maximized when it is delivered in a structured, continuous manner and supported by therapy monitoring, medication reminder systems, and family involvement. Counseling should therefore be regarded as an integral part of healthcare services, particularly clinical pharmacy services, to promote therapy success while preventing complications of hypertension.

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