Aims/objectives: This study aims to identify the impact of knowledge, beliefs and culture on medicine-taking behaviour, and treatment outcomes, and to investigate whether the use of insulin devices (pens and pumps) have a supplemental role in improving patients’ adherence to treatment and the management of the disease.

Methods: The study primarily applies qualitative methods via interviews with 43 patients with Type 2 diabetes to obtain their views and experiences regarding their medicines/devices use and other self-management behaviours. This was followed by conducting interviews with healthcare professionals, in order to propose service development. Quantitative measures such as Morisky Medication Adherence Scale and Beliefs about Medicines Questionnaire were also used. In addition, HbA1c levels were obtained from patients' medical notes.

Results: More than half of patients with Type 2 diabetes had uncontrolled disease. Of 43 patients, 26 (60%) identified as poor adherers. Lack of health awareness, beliefs and culture had an impact on medicine-taking behaviour and health outcomes. Insulin devices improved patients’ quality of lives, satisfaction, adherence to treatment, and consequently health outcomes. Healthcare professionals mentioned that improving patients’ awareness is the key for better management.

Conclusions/summary: Several factors contribute to medicine misuse and poor management of Type 2 diabetes in Kuwait. Health awareness of patients must be improved by increasing education efforts to accommodate health beliefs and culture. Also, the advantages of using insulin devices should be recognised. To improve health outcomes, a collaborative approach between Ministry of Health, healthcare providers and patients must be adopted.