

Providing healthcare stakeholders useful information on issues related to patient adherence and non-compliance.

Sharing Solutions

MEMOTEXT® reminders allow anyone with a phone to discreetly, effectively and reliably receive automated voice or text message notifications that remind patients to maintain a regular health regimen.

Reminders provide periodic interventions and are generally effective. Studies that have examined the impact of reminders have reported a median adherence rate improvement of 11%. (Krueger KP, Berger BA, Felkey BG. Background paper on medication adherence and persistence. Advances in Therapeutics. In press.)

Personalized communication with patients is an important tool in compliance initiatives...interaction with the patient must not stop at direct to consumer advertising. (Datamonitor Patient Compliance Survey 2004)

When patients are actively involved in decision making they have improved control of disease and better outcomes. (The value of patient education: Antoinette Gardner, AAAAI website, May 2007)

The pharmaceutical industry must look beyond traditional influencers [physicians] to include pharmacists, payers and disease groups. [Furthermore] pharmaceutical product managers must integrate the patient into their brand. (Brand Building, AnneMarieWright, Canadian Pharmaceutical Marketing, February 2007)

Relying solely on the physician to ensure compliance often fails. (Barriers, best practices and measuring ROI for patient compliance programs. eyeforpharma, October 2004.)

In the aftermath of recent drug withdrawals, customer relationship marketing is becoming more important in developing better dialogue with patients. (Thomas P. Lom, Saatchi & Saatchi Consumer Healthcare, MedAdNews, 2006)

The Compliance Problem Continues

- 10% of all hospital admissions are due to non-compliance (Schering Report IX The Forgetful Patient: The High Cost of Improper Patient Compliance)

- \$25-30 Billion is lost in revenue to pharmaceutical companies due to unfilled prescriptions annually (Improving Patient Compliance: Utilizing online and mobile compliance tools, Datamonitor July 16, 2003)

- \$1 Billion is spent annually across Canada's healthcare system because of non-adherence to prescription medicines. (Crocodile and Archer, 2005; McMaster Business Research Centre Working Paper #14)

Recent Developments at MEMOTEXT



Organon Canada and MEMOTEXT launch the RemindMeToday.ca program targeted at users of the Linessa and NuvaRing contraceptive brands. Contact us to learn more about this program. Visit: www.remindmetoday.ca

▶ Jacquie Rankin joins our team in the position of Director, New Business. Jacquie brings to us over 13 years of DTC and B2B sales and marketing experience.

▶ Devin Shelley joins our team as Director US Operations. Prior to this, Devin served as SVP, Client Services for Adelphi-Eden Healthcare Communications (an Omnicom Group Company), overseeing various global and domestic direct-to-patient (DTP) communications as well as VP Group Account Supervisor for GSK's HIV franchise.

AS THE INDUSTRY LEADER IN "PERSONALIZED ADHERENCE SOLUTIONS", MEMOTEXT HELPS HEALTHCARE PROFESSIONALS, PAYERS AND PROVIDERS BOOST PROFITABILITY BY HELPING PATIENTS COMPLY WITH THEIR PRESCRIBED TREATMENT PLANS.

CONTACT US TO LEARN HOW OUR SOLUTIONS CAN HELP YOUR ORGANIZATION FROM MARKETING AND RESEARCH TO ADHERENCE AND PATIENT EDUCATION.

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MEMOTEXT[®]
Personalized adherence solutions