

MEMOTEXT Notes

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Article Overviews

- * **Telephone-based PRO's is a way to enhance doctor-patient communications.** The FDA encourages the medical research community to use PROs in clinical trials.
- * **MEMOTEXT provides telephone-based PRO's as part of its personalized adherence solution.**

Project Spotlight



Organon's RemindMeToday.ca program, targeted at users of the Linessa and NuvaRing contraceptive brands, experiences a 91% retention rate.

To learn more about this program, visit:
www.remindmetoday.ca

For more information call:
1.877.MEMO.TXT
(636.6898)

or visit us online at:
<http://www.memotext.com>

Patient Reported Outcomes — Beyond Clinical Trials

 by Linda Bren

The phone rings, and a patient picks it up and hears a voice say, "It's time for your health check. Would you like to take a few minutes now to answer some questions, or shall we remind you later?" The patient speaks into the phone when prompted, hangs up when done, and doesn't think much more about it—until a call comes in from a medical clinic. "I see your pain is more severe than it was last week," says a nurse, "and the doctor would like to adjust your medication."

This scenario may already be playing out in some clinics, says Reeve, but he envisions that in the future, Patient Reported Outcome (PRO) instruments will be used more with interactive systems to monitor health and to guide treatment recommendations, especially in people who require long-term care, such as cancer patients.

"Reminders can be sent by e-mail or phone," says Reeve. Or when patients go in for a medical appointment, they can be given a laptop computer to respond to a brief questionnaire while they're waiting to see the doctor, he adds.



"Or they can answer the questions from home before going to the doctor's office and the information could be available by the time they arrive at their appointment."

The responses would be sent to the doctor's office electronically and linked to

a person's electronic medical record. The computer would generate a one-page status report for the physician that summarizes the patient-reported data, flagging any significant symptom changes, such as worsening of pain, says Reeve.

Reeve sees these technological advances as a way to enhance doctor-patient communications and decision-making. "Doctors obviously are very short on time," he says. "Combining PROs with technology will help them perform a comprehensive assessment of their patient. It also empowers the patient to be actively involved in their treatment and well-being."



[Source: FDA Consumer magazine]

MEMOTEXT® Launches Telephone-based PRO Services

 by Amos Adler

As part of its expanded personalized adherence solution, on June 8th, 2007, MEMOTEXT announced the release of MemotextPRO®, a telephone-based Patient Reported Outcomes (PRO) initiative. MemotextPRO uses Speech-to-Text technology with professional transcription validation.



Studies that have examined the impact of reminders report adherence improvements between 8% and 40%, with an overall median adherence rate improvement of 11%.

According to one study¹ published in the Journal of Gerontological Nursing, telephone interventions significantly improve medication compliance and may prove more cost effective than clinic visits or preparation of pre-poured pill boxes in the home.

When a voice-interactive telephone system was used by diabetes Type-2 patients

for daily self-measured glucose levels or hypoglycemic symptoms reporting, researchers observed² a yearly prevalence of diabetes-related crises or hypoglycemia decrease from 3% of total calls to 2% ($P < 0.05$), with a concomitant statistically significant decrease in Type-2 diabetic HbA1c from 9.7, (SD=1.03) to 8.6 (SD=1.54, $p=.03$).

The MEMOTEXT electronic assistant intervenes at the Time of Action (TOA), engaging patients in highly personalized, interactive, extended physician-patient encounters. [Sources: available upon request]