

MEMOTEXT Notes

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Communications Improves Adherence

- Adherence rate statistics indicate a need to better understand consumer needs and develop appropriate communications strategies that support desired relationships.
- The medical care system has not kept pace with communications advances over the last decade and as such has no direct relationship with consumers.
- Research indicates that consumers want to be better informed and supported.
- Traditional health promotion and health behavior modification services are labour intensive and expensive.
- Evolving communications landscape creates new opportunities for direct relationships that are effective and low-cost.

Project Spotlight

Organon renews contract with MEMOTEXT for its **Remind Me Today!** Program for its Linessa and Nuvaring contraceptives.

www.remindmetoday.ca

Organon results after 12 months

- High user satisfaction levels
- 91%+ retention rate
- Increased revenue
- Positive brand association

Program extended until 2009 with messages until 2010.

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Telephone-Linked Care Highly Effective at Modifying Health Behavior

Healthy Patients, Healthy System, Healthy Revenues

A recent study published by **The Journal of Medical Systems** highlights important research conducted by the Medical Information Systems Unit at Boston University.

The study suggests that the medical care system is **not very effective** in modifying health behavior of individuals or **ensuring patient adherence** with medication or health regimens.

To address this problem, they sought to discover whether **direct-to-patient telecommunications** technologies could modify health behavior enough to improve health outcomes.

Direct-to-patient communications, or telephone-linked care is designed to **track patient behavior** during automated telephone conversations that monitor,

modify and maintain specific health-related behaviors. A computer-human interface calls patients at regular intervals (daily, weekly) and interacts with questions and information, the pa-



tient using a touch tone keypad to respond.

Patients initiate calls or receive scheduled calls as they prefer. Printed reports summarize activities and can be interpreted by a clinician, physician or counselor.

Two behavior models were used. The **transtheoretical model** was

applied to the promotion of physical activity, smoking cessation and mammography screening. The **social cognitive theory** was applied to modules that promote medication adherence and dietary behavior modifications.

Transtheoretical models are **stage specific** (i.e. pre-contemplation stage, raised awareness stage or just made changes stage) and provide information on direct benefits of adherence as well as relapse prevention support.

The social cognitive theory model promotes behavior capabilities and provides suggestions on incorporating new behaviors into daily life. **Goal setting and positive feedback** help the patient progress.

What You Need to Know

Controlled studies indicate that use of a Telephone-Linked Care system for as little as **3 months creates statistically significant improvements in adherence.**¹

Overall program rated **high user satisfaction levels**, perceived as convenient and effective by patients.

- **Highly cost effective** for stakeholders, revenue generating.
- **Hypertension:** Improvement of 18% in TLC group.
- Blood pressure decrease of 5.2mm in TLC group, .8mm in control group.
- Blood pressure improvement associated with **42% stroke reduction risk** and 14% reduction in coronary heart disease risk.

Hypercholesterolemia: Goal was to lower fat intake and reduce blood cholesterol. Lifestyle education and counseling within the social cognitive theory were applied. An average decline of 26.2mg/dL in group with telephone-linked care, no significant change in control group levels.

Exercise Regimen: Telephone conversations based on Transtheoretical model tracks initiation, adoption, and maintenance of regular walking behavior. TLC users had an increase of 65% over regular patients, or 121 minutes vs. 40 minutes three times per week.

¹ Friedman, Robert H., Journal of Medical Systems, Boston University, Boston Medical Center, Boston, Massachusetts

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