

Notes

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The Adherence Landscape in 2008 – Report & E-Course

Coming this spring is our comprehensive report and e-course containing the most current information and statistics on medication adherence.

Watch for details in our next newsletter.

Big Fish, Little Pond

Brand Differentiators

Establishing **brand leadership** requires focus and innovation.

By focusing on particular needs, a brand can quickly become a **respected leader**.

Participation in **Standards Development** and **public relations** will entrench leadership.

Be First in Category – momentum through innovation and aggressive positioning.

Product Superiority – product performance creates momentum.

Brand "Owns" an Attribute – Persistent, consistent messages trigger thoughts of the brand through word association

Leadership - once the mantel is assumed, the brand can exploit its position.

Source: Differentiate or Die: Trout/Rivkin, 2000

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Health Behavior & Non-Adherence Complexities & Best-Practices in an Emerging Discipline

Questions to ask yourself in 2008

- What is the **current adherence situation** for my brand?
- Which **adherence program** is best for the conditions my brand targets?
- What is the impact of non-adherence on my **brand revenues**?
- How are my **competitors** addressing non-adherence?
- What resources has my brand devoted to **interactive communications**?
- How prepared is my organization to implement change? **Innovate?** Share information across the organization?
- What are the most promising **best practices** in adherence program design today?
- Where can I get **comprehensive information** in order to make the best decision?
- What are the best practices in **adherence measurement** today?
- Which current programs are **making a difference** in adherence?
- How important is direct, **2-way communication** with patients?
- What are the **consequences of the status quo**?

Synapse Aligns with MEMOTEXT[®]



Synapse Group of USA and Canada provides scientific communications and strategic direction to MEMOTEXT moving towards higher standards of excellence in interactive health communications.

Experts with an impressive international portfolio, Synapse lends its creative chemistry expertise to elevate MEMOTEXT's ability to engage its audiences.

Jim Moriarty, President of Synapse says, "We look forward to leveraging MEMOTEXT's capabilities and information systems to create novel programs that will give clients a distinct competitive advantage in today's challenging environment."

"We are pleased to strengthen not only the media but the message with the scientific and creative expertise Synapse brings," says Amos Adler, President of MEMOTEXT.

In the Loop: Industry Trends

- Baby boomers aging quickly, chronic disease skyrocketing, looking for healthy aging solutions.
- Doctor's need new tools and improved communication with patients.
- Adherence rates on chronic disease medications hover around 50%.
- Nonexistent adherence measurement standards. New tools evolving to strengthen PRO's.
- U.S developing a national network of health information by 2014.
- Pharmaceutical partnerships & strategic alliances with new media companies, researchers, associations, health organizations, pharmacies to develop adherence programs.
- Awards – Case Management Society of America Award for Excellence in Adherence Management.
- Physician branding, service branding, program branding.
- Health behavior modification experts publishing books, writing articles, blogs.
- Social marketing and health communications experts pushing for framework for standards and cross-disciplinary approach to program development and measurement.
- Remote health care service delivery through telecommunications highly effective.
- On-line personal health records for anyone through American Health Information Management Association.
- Telephone reminders and behavioral theory application consistently cited as best practices in adherence program design.