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## Project Spotlight

### Johns Hopkins



We are happy to announce the pilot program is well underway.

- Recruitment has been completed
- Reminder platform with HealthVault has been developed and tested
- Control group results are being gathered

## Spotlight

“Substantial savings can be achieved in terms of **reducing absenteeism** through compliance-enhancing actions: “\$290 per hypertensive employee, \$631 per employee with heart disease, \$1710 per depressed employee and \$1458 per diabetic employee, expressed in U.S. dollar values for 2000, from the point of view of the employer” [29].

29. Cleemput, I., K. Kesteloot, and S. DeGeest, A review of the literature on the economics of noncompliance. Room for methodological improvement. *Health Policy*, 2002. 59(2002): p. 65-94

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## 8<sup>th</sup> Annual CBI Patient Compliance Adherence and Persistency Summit

When: April 27-28 2009      Where: Philadelphia

The MEMOTEXT® team recently participated in this intimate and educational forum to support efforts being made by pharmaceutical and technology companies, as well as other service providers to **tackle issues** surrounding adherence.

There were lots of great speakers and presentations with diverse ideas and offerings. It is clear that **progress is being made** in adherence thinking, processes, methodologies and measurement.



What we surmised from the other participants is that there are **clearly identifiable barriers** to adherence and that there are **strategies to mitigate** these, including the **MEMOTEXT methodology**.

During the presentations, several recurring themes indicate a continued **move in the right direction** towards addressing adherence issues. Not only looking at it from a stakeholder perspective, but examining **needs of the patients** with a focus on meeting those needs.

Key points included:

- Patients **want more** risk/reward information
- **Adherence is a decision making process**
- Tips for incorporating adherence messaging into DTC strategies



We had the pleasure of meeting lots of organizations and great people that fortunately we have **developed relationships** with. Providing more comprehensive adherence interventions and collaborating in **creating long term** solutions to issues surrounding adherence.

## Topics of Interest

Presentation Topics Included:

- Enhancing your patient compliance/adherence programs through innovative market research.
- Measurable techniques for identifying patient behaviour surrounding adherence.
- Patient management – Marketing strategies to increase market share.
- Influencing patient compliance at the physician level.
- Factors suppressing the ROI of your adherence programs.

The presentations addressed **important issues** being faced within the industry. Touching on the concept of how predictive modeling is required and much work is being done to further this, **validating the MEMOTEXT® methodology**.

## And the winner is...

### Strategic Patient Adherence Awards

2009 marked the 4<sup>th</sup> annual SPA Awards held during the conference. The awards recognize the outstanding work of pharmaceutical companies in the ongoing battle of patient compliance.

The awards were sponsored by CBI and Pharmaceutical Executive. Candidates were nominated and the winners were selected by a panel of judges on such categories as:

- Best Branded Program
- Best Integrated Program
- Best Disease Adherence Program
- Scientific Pursuit of Excellence in Adherence Research and Design