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Project Spotlight

MEMOTEXT® Adherence Innovations Blog.

We are pleased to announce the launch of our new blog. Featuring a provocative article by Amos Adler

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NEWS

"Adherence to glaucoma therapy is one of the largest barriers we face in achieving therapeutic success," said **glaucoma specialist** Donald Budenz, M.D., M.P.H., of the Bascom Palmer Eye Institute in Miami. "We have numerous effective medications to treat this disease, but if patients don't use them, they're not effective. Providing **real-time reminders** to improve adherence to therapy will be a **major step forward** in the treatment of chronic diseases such as glaucoma."

We publish this newsletter to provide our subscribers with helpful information on adherence related topics. The opinions expressed within these newsletters are those of their respective authors and are intended as a guide only. Every reasonable effort has been made to keep it up to date and accurate. For more information check out our website: www.memotext.com

MEMOTEXT® Collaborating with Johns Hopkins University and Microsoft HealthVault

In a recent press release MEMOTEXT announced that Johns Hopkins University's Wilmer Eye Institute **will use technology developed** by MEMOTEXT® to conduct a clinical trial on patient adherence and clinical outcomes for people with glaucoma.

The clinical trial, titled "The Impact of Automated Dosing Reminders on Medication Adherence Using HealthVault," is being funded by a Microsoft® HealthVault™ Be Well Fund grant.



The 14-month study, will be led by Michael V. Boland, M.D., Ph.D. of the Wilmer Eye Institute, 500 patients will be recruited, the study will use telephone calls and text messages in an **effort to improve patient outcomes** by improving medication adherence.

"We believe this new interface will **significantly improve medication adherence** in patients with glaucoma," says Amos Adler, President of MEMOTEXT. "It is an honor to collaborate on this special grant, and we are confident this trial will demonstrate that **MEMOTEXT's technology-driven adherence solutions can make a significant difference** in the lives of patients managing various conditions."

Approximately **40% of glaucoma patients have difficulty taking their eye drops**, resulting in poor care despite an appropriate physician diagnosis and treatment plan.

With the Internet and mobile phones so prevalent in patients' lives, they offer new ways to customize a patient adherence regimen. The results of this study should demonstrate **MEMOTEXT program's usefulness** for glaucoma, as well as the many **other chronic diseases** where adherence is important.



And The Be Well Fund

Designed to stimulate not-for-profit research and development across a broad range of **health disciplines** that have the potential to significantly improve health and wellness outcomes.

"The Be Well Fund winners share our vision of **using the Internet to empower people** to fully engage in managing their health and improving health outcomes," said David Cerino, general manager of the Health Solutions Group at Microsoft Corp.

Microsoft received **nearly 200 proposals** from leading academic and health research organizations across the United States, making it one of the most successful Microsoft Research RFPs in the company's history. Based on the strong interest, **Microsoft increased award funding** from \$3 million to \$4.5 million to help bring these proposals to market.

Glaucoma and Adherence

Glaucoma is the **second leading cause** of blindness and visual disability worldwide. It's estimated that **2.5 million people in the U.S. are affected by glaucoma**, with another 10 million undiagnosed.

Currently, there is no cure for glaucoma. However, studies have shown that **reducing the eye pressure with topical medical therapy**, office laser or surgery can prevent occurrence or slow disease progression. The majority of patients diagnosed with glaucoma are managed initially with medications.

However, despite the availability of effective topical therapies, **adherence is poor** and has been reported to be between **37-59%**.

