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## Project Spotlight

We are happy to announce the completion of **the MEMOTEXT® map**.

Our methodology is founded on the premise that **intense, interactive communications** that resonates with patients throughout the course of treatment can **modify behaviour**. The strength of the **MEMOTEXT® platform** is the ability to assess patients' needs and interact with them **using an individually-tailored, multiple media-based communications model**.

The MEMOTEXT® map provides a detailed roadmap for **adherence methodology** addressing behaviour modification factors, stakeholder program design, messaging preparation, data flow, assessments and questionnaires related to biological, individual history, disease state, psychological factors, and literacy.

For a copy of the proprietary **MEMOTEXT® Map**, please ask your MEMOTEXT® representative.

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](http://www.memotext.com)

## 'A Hard Pill to Swallow'

A recent article in Pharmaceutical Executive, by George Koroneos highlights how innovative pharma companies are **reaching out to patients** and healthcare stakeholders in an effort to **boost patient adherence** to prescribed treatment plans.

Are you ready? Here are 10 questions to consider when **evaluating your patient** adherence programs:

### 1. *What are your program objectives?*

Many programs focus on prescription refill, however if patients are not motivated to follow prescribed treatment and self disease management on a daily basis, a refill often becomes a moot point.

### 2. *Who are your primary stakeholders and how will you incorporate their needs?*

Your adherence program will impact a variety of stakeholders such as patients, pharmaceutical brands, primary care providers, patient associations, payors, pharmacies, employers and health educators. Who will you engage to ensure active support of what you are doing?

### 3. *How will you integrate your patient adherence program to enhance other existing tactics you employ?*

There is no silver bullet to patient adherence. Employing a range of tactics that are interrelated will resonate with a more diverse group of patients and boost your rate of success.

### 4. *What recruitment channels will you use?*

Depending on the disease factors and range of stakeholders you may choose to focus on one or several channels such as primary care, specialty care, pharmacy, or patient associations.

### 5. *Will your program establish a base line of non-adherence factors for each patient?*

A baseline and ongoing assessment for each patient allows you to more effectively evaluate your program's success as well helps you retain patients longer by modifying messaging as their needs evolve.

### 6. *Will you incorporate patient assessment to ensure the right message reaches the patient?*

Too often the focus is on technology delivery or information broadcast without clear understanding of patient needs. Assessment tools that identify a patient's disease history, psychological and literacy factors are critical to creating a patient centered program that can successfully modify behavior.



### 7. *What types of communication messaging will you employ?*

What types of messaging will you employ to increase the likelihood that your interventions results in improved health outcomes? Cognitive communications teach and clarify disease-specific information. Behavioral messaging such as reminders and motivational messages enable positive behavior. Affective communications such as supportive dialogue and live-support optimize social and emotional support.

### 8. *What are the demographics of your patient base and what range of communication methods will you employ to effectively reach them?*

There are many methods available including direct mail, packaging, website, email, telecommunications (SMS text and IVR), blogs, and live call support to name a few. Can your program be flexible enough to support patients with what they need and when they need it?

### 9. *How will you record patient outcomes and calculate return on investment?*

Programs that record patient outcomes in real time (eg. Did you take your medication this morning?) will provide more meaningful data in the battle to increase compliance over programs that solely evaluate refill rates or survey patient perceptions of past events (eg. Did you take your medication on time as prescribed each day this month?)

### 10. *What are your recruitment and retention targets? How will you engage patients and ensure positive behaviors are sustained over the long term?*

Program's that are engaged enough to identify these changes and flexible enough to adjust to a patient's evolved needs will lead to better patient retention and positive behavioral change.

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