

The Value of MEMOTEXT Adaptive Messaging Health Interventions for Medication Adherence

MEMOTEXT: ROI SERIES

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Overview

A vast majority of patients taking medication for a chronic illness will stop taking their medication completely within the first 18 months of treatment.

[MEMOTEXT has been shown to significantly improve adherence in diverse patient populations](#), producing significant returns on investment for manufacturers while adding beneficial support and value for patients.

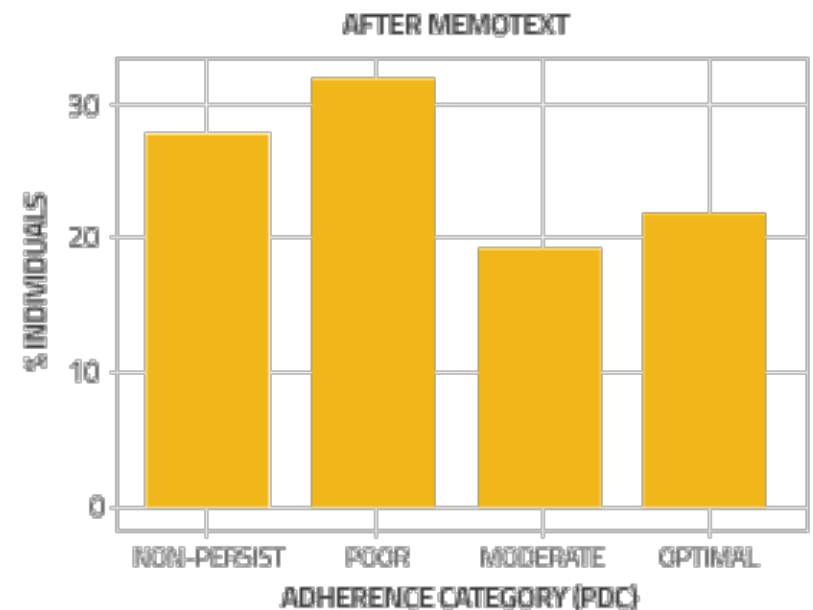
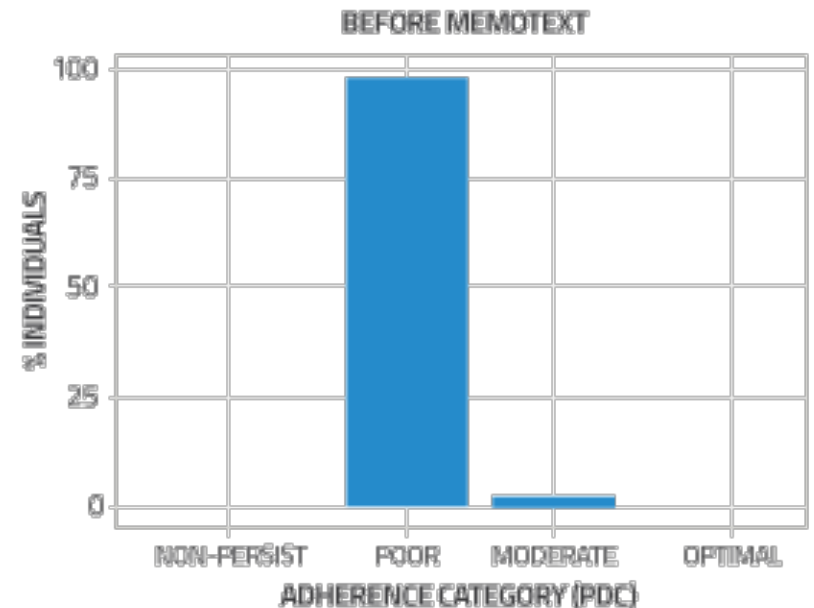
So what's the value for a typical intervention? Here, we'll make some projections, based on **real world data** from a MEMOTEXT program.

Case Example (Asthma Controller Medications) An accessibility focused SMS texting adherence program, sharing education, support, Air Quality Index (AQI) forecast messaging nudges and reminders.

Medication adherence was measured by calculating proportion of days covered (PDC) from pharmacy claims data.

A pool of non-adherent patients were selected from a pool of asthma controller medication users (PDC<50%) using claims data analyses. Post MEMOTEXT Intervention (6month), 40.5% of the non-adherers were classified as moderate (50-79% PDC) and optimal (>80% PDC) adherers.

40.5% conversion to moderate or optimal adherers



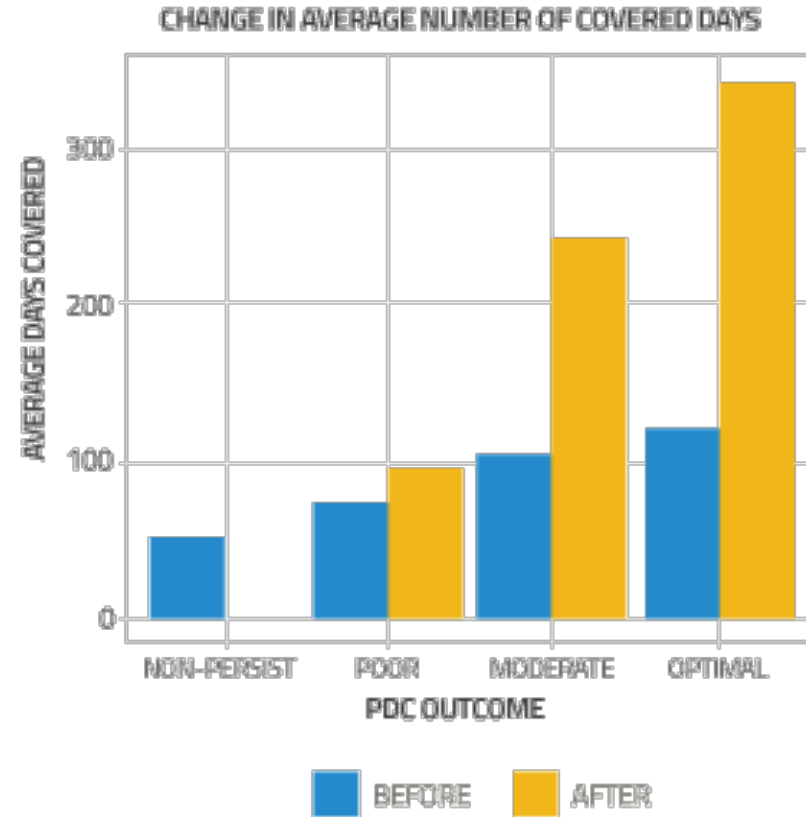
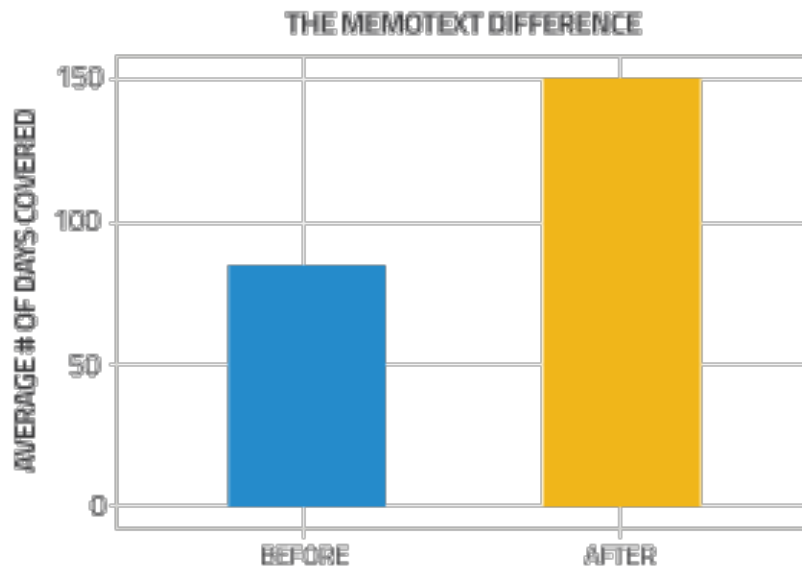
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THE VALUE

Based on these results, a group of patients taking medication daily would see a 76.2% increase in the total number of medication days covered. This means that the average number of days covered per patient increases from 85.8 to 151.2 days/year.

AVERAGE NUMBER OF COVERED DAYS (ACD)

PDC STATUS	% OF PATIENTS	ACD BEFORE	ACD AFTER	% CHANGE
Non-persist	27.6	54.5	0	-100
Poor	31.8	75.2	96.7	+26.9
Moderate	18.9	106.7	243.9	+128.5
Optimal	21.6	123.3	343.6	+178.7
Overall	100	85.8	151.2	+76.2%



76.2% increase in medication days covered

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THE MEMOTEXT DIFFERENCE

Gains in adherence provide significant value for all types of medications. Below, we've illustrated this value over a one year period, assuming a once daily dosing regimen.

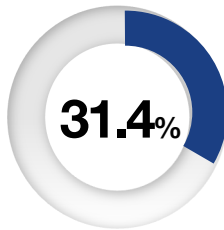
Market Size	Small (n=10 000)	Medium (n=100 000)	Large (n= 1 000 000)
Typical Use Case	Cystic Fibrosis	Anti-depressant	Statin
Cost/Dose	\$27.45	\$6.23	\$3.37
Anunal Program Cost/Patient	\$50	\$40	\$30
Return per \$1 spent	\$34.90	\$9.18	\$6.34
M Value added to brand	17.4 million	36.7 million	1.9 billion

\$1.9 billion in added value

MEMOTEXT

VALIDATED & VALUE-BASED

Improvement in patient adherence to medication therapy
Johns Hopkins University
Glaucoma randomized clinical trial



JAMA
The Journal of the American Medical Association

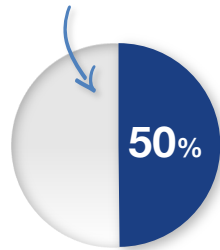
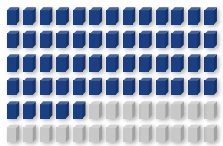
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Demonstrated ROI
Improvements in pharmaceutical adherence for manufacturers



CASE STUDIES IN ADHERENCE

80%
would recommend MEMOTEXT interventions to other patients



Reduction in treatment discontinuation
Statin and hypertension medication initiation with health insurer



2 hrs/week

Reduction in Case Manager time
Patient Support Programs



55%

Increase Medication Possession Ratio (MPR)
T2 Diabetes Monotherapy



MEMOTEXT



PROVEN, PERSONALIZED ADHERENCE

MEMOTEXT IS PROVEN

76% IMPROVEMENT IN ADC, HIGH VALUE RATIO

MEMOTEXT IS SECURE, VALUE BASED AND TAILORED

EDUCATION, SUPPORT & DATA DRIVEN MESSAGING

MEMOTEXT DELIVERS & UNDERSTANDS

11 YEARS OF EXPERIENCE, PHARMACOVIGILANCE TRAINED

To learn more about our adherence programs and the value we can add to your brand, visit www.memotext.com, or contact us at amos@memotext.com

40.5%
conversion to
moderate or
optimal
adherers

76.2%
increase in
medication
days covered

\$1.9 Billion
in added
value