Digital Adherence Programs

CASE STUDY

Correct inhaler technique is important. Here are the steps that you should follow to ensure you are using your inhaler correctly and effectively.

Step 1
- Shake the inhaler device
- Remove the protective cap from the mouthpiece

Step 2
- Tilt your chin up slightly and breathe out gently breathe away from the inhaler device

Current version may differ from product shown.
All images are selected for demonstration purposes only.
Digital Adherence Programs (DAP)

Adherence to many common medications in Australia is as low 54%*. This means even when a doctor prescribes your medication, patients are missing the full benefit. What’s more, access to patients to support them take medication correctly is expensive and ineffective. Digital Adherence Programs offer you targeted communications to MedAdvisor patients using your medication, to help them and to improve quality use of medicines.

How does a DAP work?

Patients enrol in MedAdvisor
Targeted patients begin receiving messages
Patient begins to understand their health better
Patient takes their medication more regularly

Digital Adherence Program Delivery

Standard Delivery Timeframe: 6-8 Weeks

1. Client Kick Off Meeting (1d)
2. Project Plan Creation and Sign Off (3d)
3. Message Creation and Approval (2-4w)
4. Platform Implementation (1w)
5. Final Review and Revision (2w)
6. Digital Adherence Programs (DAP) Campaign Launch (2d)

Reporting Dashboard Example

DAP Report

* MedAdvisor adherence data (2016), based on 12 month data taken at June 2016 from 3,200 pharmacies with a total patient pool of approx. 1.3 million

Enquiries

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Case Study

A major Pharma company with a respiratory product was trying to find a way to support patients with poor adherence. According to MedAdvisor pharmacy data, the medication in question had an adherence rate as low as 29% for those patients not using MedAdvisor, meaning each patient was filling as few as 4 scripts per year.

From studies involving patients with Asthma, and previous market research undertaken, the company understood several factors that caused non-adherence, including those that lead to both intentional and unintentional reasons. These included inadequate training in inhalation technique; anxiety regarding side effects, dependence or over-dosage; inconvenience of the treatment; and a lack of understanding about the need for long-term preventative treatment.

Despite knowing for many years that there was a significant opportunity to improve the patients experience and the value of their medication, traditional campaigns targeting doctors, patients and pharmacists had struggled to move the needle. The company approached MedAdvisor to help them reach their patients directly with a targeted campaign around quality use of medicines. MedAdvisor is an expert in delivering quality use of medicines programs to patients directly, drawing on a body of evidence supporting digital interventions as effective ways to positively influence patient behavior and outcomes.

The company had a good understanding of the messages and content that helped patients and so was able to develop a 12 message Digital Adherence Program. This program meant that patients connected to MedAdvisor, who had received a dispense of this product, were automatically enrolled.

The program was delivered in 8 weeks, including working through all internal approvals. Although in this case the company had a good understanding of the content they wished to deliver, MedAdvisor can also provide medical writing support if required.

The result of the campaign exceeded the company’s expectations. Patients who had received the full campaign were over 95% more adherent to their medication after 12 months, compared with patients who were not using MedAdvisor. They were particularly surprised by the uplift in older demographics. Around 50% of MedAdvisor’s user base are between 40 and 70 years of age, with the largest cohort between 50 and 59 years of age.

Most pleasingly, patient engagement with program messages supported their understanding of not only their product but also their therapy area, which had a positive impact on their behavior. Overall, the program resulted in 31% more script fills for patients already using MedAdvisor, highlighting the impact of these messages.

The company are now refining their messages to boost adherence even further and considering a Pharmacist Intervention Program to enable more patients to start receiving the messages.

About MedAdvisor

MedAdvisor is a world class medication management platform focused on addressing the gap and burden of medication adherence. Founded with a desire to simplify medication management, the highly automated and intuitive Australian software system connects patients to their community pharmacy, providing them with real time access to their personal medication records.

Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders and pre-ordering of medication, which together improves adherence to common medications by 20%.

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1. MedAdvisor adherence data (2016) for top 10 dispensed medications, based on 12 month data taken at June 2016 from 3,200 pharmacies with a total patient pool of approx. 1.3 million