

USING TECHNOLOGY TO ADDRESS MEDICATION ADHERENCE



THE BACKGROUND

\$337 BILLION

MEDICATION ADHERENCE IS A \$337 BILLION PROBLEM IN THE US HEALTHCARE INDUSTRY. ¹

\$100 BILLION

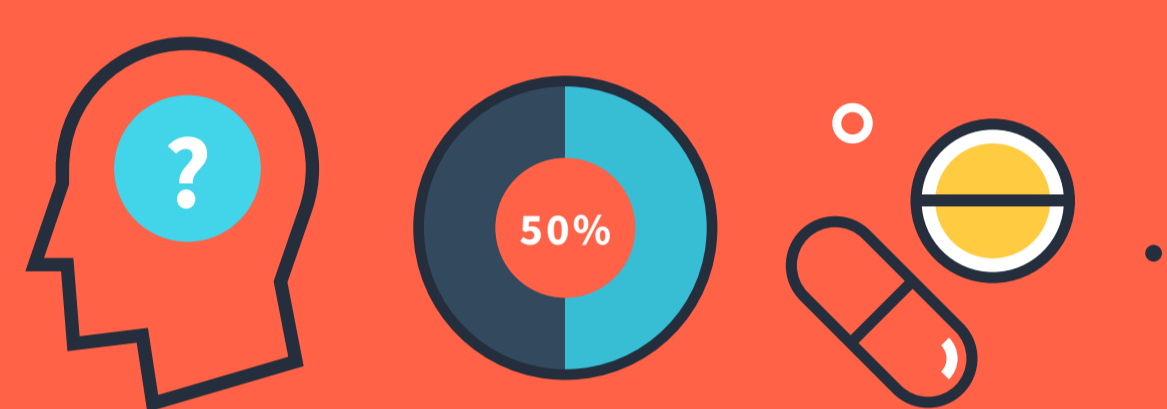
PATIENTS FAILING TO TAKE THEIR PRESCRIPTIONS OR FOLLOW TREATMENT PLANS RESULTS IN MORE THAN \$100 BILLION EVERY YEAR IN HOSPITALIZATIONS ALONE

2X

HEALTHCARE SPENDING ON NONCOMPLIANT PATIENTS IS NEARLY DOUBLE THE COST OF ABIDING PATIENTS.

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THE PROBLEM



OF THE APPROXIMATELY 187 MILLION AMERICANS WHO TAKE ONE OR MORE PRESCRIPTION DRUGS, UP TO ONE-HALF DO NOT TAKE THEIR MEDICATIONS AS PRESCRIBED.¹



PHYSICIANS MAY CONTRIBUTE TO THE ISSUE BY FAILING TO FULLY DESCRIBE THE REGIMEN AND SIDE EFFECTS, DISREGARDING THE PATIENT'S SOCIO-ECONOMIC STATUS OR LIFESTYLE, OR BY SIMPLY HAVING A POOR RELATIONSHIP WITH THE PATIENT. ²

THE SOLUTION



TELEHEALTH – A METHOD FOR ENHANCING HEALTH CARE, PUBLIC HEALTH, AND HEALTH EDUCATION DELIVERY AND SUPPORT USING TELECOMMUNICATIONS TECHNOLOGIES – IS A RAPIDLY GROWING SEGMENT OF THE HEALTHCARE LANDSCAPE.

30%

ABOUT 30% OF PATIENTS ALREADY USE COMPUTERS OR MOBILE DEVICES TO CHECK THEIR MEDICAL OR DIAGNOSTIC INFORMATION.

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74%

ABOUT 74% OF PATIENTS ARE COMFORTABLE COMMUNICATING WITH THEIR DOCTORS USING TECHNOLOGY INSTEAD OF SEEING THEM IN PERSON. ³



THE USE OF HEALTHCARE IOT - SUCH AS GLUCOSE TRACKERS, ECG MONITORS, PACEMAKERS, AND SMARTPHONES - CAN PROVIDE DOCTORS AND NURSES WITH REAL-TIME FEEDBACK ABOUT A PATIENT'S CONDITION.



SMARTPHONE APPS CAN REMIND PATIENTS OF THEIR PRESCRIPTIONS AND PROVIDE BACKUP DIRECTIONS IN CASE THE PATIENT IS CONFUSED ABOUT THEIR REGIMEN.



EMAILS AND VIDEO CONFERENCES PROVIDE EASY CHECK-INS TO ENSURE COMPLIANCE AND UNDERSTANDING.

¹ [HTTP://LAB.EXPRESS-SCRIPTS.COM/LAB/DRUG-TREND-REPORT](http://lab.express-scripts.com/lab/drug-trend-report)
² [HTTP://WWW.UB.EDU/FARMACIACLINICA/PROJECTES/WBQUEST/WQ1/DOCS/OSTERBERG.PDF](http://www.ub.edu/farmaciaclinica/projectes/webquest/WQ1/DOCS/OSTERBERG.PDF)
³ [HTTPS://EVISIT.COM/36-TELEMEDICINE-STATISTICS-KNOW/](https://evisit.com/36-telemedicine-statistics-know/)