

New Thinking in Patient Adherence

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Abstracts

Patient non-adherence is estimated to represent \$290 billion per year in avoidable medical expenses in the United States alone. Consumers' motivations for non-compliance are complex; up to 80% of people are intentionally not taking their prescription drugs as directed.

There is no better time for pharma companies to reflect on their patient-adherence strategies. Not only is it more cost-effective to focus on retaining, rather than acquiring, customers, but it is also an ideal way of working with other stakeholders, as patient-centric policies are implemented in healthcare systems round the world. Moreover, digital innovations are creating new opportunities for stakeholders to join forces in a concerted effort to educate patients about why taking their medications is so essential to their health.

Report Overview

New Thinking in Patient Adherence goes far beyond presenting data on consumer behaviour. This comprehensive and insightful report reveals a shift towards a more holistic approach to the problem, and reviews a wealth of innovative tactics that are being used to address compliance and persistence issues worldwide. You'll learn about new ways that leading pharmaceutical companies are collaborating with other healthcare stakeholders, including clinicians, pharmacists, payers, and health systems. This up-to-the-minute report also provides details on effective educational initiatives, and the very latest technological solutions, including smart pills and packaging, mobile applications, and remote monitoring.

Key Report Features

Roundup of the latest intelligence on why consumers do not follow doctors' orders

Leading adherence trends – focus on clinical outcomes, and greater coordination among stakeholders (with insights from Novo Nordisk's DAWN study – showing that collaboration with stakeholders is key)

Detailed examination of pharma collaborations with pharmacists, physicians, payers, and health systems

Latest adherence strategies, solutions, and technological innovations

Key Benefits

How pioneering pharma companies, including GlaxoSmithKline and Merck, are reorganising to prioritise adherence initiatives

Practical strategies and tactics to address adherence issues

Up-to-the-minute view of the latest available solutions

Key Questions Answered

Why have so many adherence interventions failed?

How are new technologies being harnessed to improve adherence?

What economic factors are driving adherence-focused collaborations between pharma companies and insurers?

How are the critical roles in patient adherence played by primary care physicians and pharmacists changing?

Who Would Benefit From This Report?

This report will be of value to senior pharma directors and managers with responsibilities in the following areas:

Market access

Patient adherence

Pricing and reimbursement

Key account and territory management

Marketing, brand and sales management

Consumer marketing solutions

Advertising and promotion

Business development

CRM and relationship marketing

Multi-channel marketing

Strategic brand planning solutions

Forecasting and marketing professionals

The report will also benefit providers of consultancy and technology services and solutions for patient education and adherence, relationship marketing and market research.

Key quotes

“It is a multi-dimensional problem. And one important aspect is how patients relate to their physicians and pharmacists. I believe there are more than 40,000 articles published on adherence and more than 90 percent of these have looked almost entirely at patient behaviour alone.”

– Colleen A McHorney, Senior Director of US Outcomes Research, Merck.

“There is not one single barrier to adherence. That is why it is so important to work collaboratively. For consumers to change their behaviour they need to be aware of the problem. That means they have to see messages all around them—at the doctor’s office, at work, at the pharmacy.”

– Rebecca Burkholder, vice-president of Health Policy at NCL.

“As integrated health networks start to introduce key performance indicators for what actually happens to the patients in their care and to become more accountable, pharma companies have more incentive to move towards collaboration.”

– Thomas Forissier, Principal, Life Sciences Strategy, CapGemini Consulting.

Expert Views

Colleen A McHorney, senior director of US Outcomes Research, Merck

Søren Skovlund, head of the DAWN programme, Novo Nordisk

Chris Preti, head of Patient Engagement group, GlaxoSmithKline

Oliver Johnston, European head of marketing at Ploviva, GlaxoSmithKline

Francisco Abad, Seretide marketing manager, GlaxoSmithKline

Thomas Forissier, principal, Life Sciences Strategy, CapGemini Consulting

Vernon F Schabert, principal, Health Economics and Outcomes Research, IMS Consulting

Walter Berghahn, executive director, Healthcare Compliance Packaging Council

Dr Michael Ackermann, senior vice president, Global Commercial Solutions,
Quintiles

Greg Muffler, CEO, CellepathicRx

Rebecca Burkholder, vice-president, Health Policy, National Consumers League

Carole North, director, 90TEN Healthcare

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Collaborating on patient pathways
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Making life simpler for the patient
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Pill bottles
Smart pills

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Case study: Prolong

MOBILE HEALTH

MyAsthma app
Remote monitoring

RESTRUCTURING TO TACKLE ADHERENCE

Organisation of adherence initiatives
Central adherence efforts
Exception rather than the rule
Owning the adherence challenge
Measuring adherence
The way forward

ACKNOWLEDGEMENTS

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