



Empowering Patients Through Digital Solutions

How Medisafe and Merck KGaA, Darmstadt, Germany joined forces to help patients better manage their disease and better adhere to their prescribed medication regimen

Managing medications is not easy. According to the World Health Organization (WHO), the global non-adherence rate is at 50% for chronic disease states in developed countries, which means only half of the patients are getting the full benefits of their medication regimens. There are different reasons behind non-adherence, whether it be forgetfulness, a sense that if the medication doesn't appear to be helping (or perhaps causing side effects), misperceptions that patients don't need to finish the regime, or problems with filling, dosing, affordability or other reasons.

This problem is only exacerbated when patients are prescribed multiple medications and manage chronic conditions. In fact, emerging markets have reported a rise in patient co-morbidities. According to Deloitte's 2018 Global Healthcare Outlook¹, rapid

1. 2018 Global health care outlook: The evolution of smart health care, Pg 5, <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Life-Sciences-Health-Care/gx-lshc-hc-outlook2018.pdf>; World Industry Outlook, Healthcare and Pharmaceuticals, The Economic Intelligence Unit, June 2017, citing the International Diabetes Federation



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LEV GOLDIN

Merck KGaA, Darmstadt, Germany Assoc. Dir., Global Strategy & Portfolio Expansion

urbanization, sedentary lifestyles, changing diets, and rising obesity levels are fueling an increase in chronic diseases— most prominently, cancer, heart disease, and diabetes—even in developing markets. Globally, the number is expected to rise from the current 415 million to 642 million by 2040.

In 2018, Merck KGaA, Darmstadt, Germany prioritized the need to empower chronic disease patients across three complex therapeutic areas (Cardiometabolism and Endocrinology) in better managing their condition particularly focusing on three areas:

1. Medication management
2. Education
3. Convenient refill

“At Merck KGaA, Darmstadt, Germany we are committed to constantly leveraging innovative digital technologies that can support patients in their day-to-day activities, thus maximizing treatment outcomes and reducing the burden of the disease,” said Lev Goldin, Merck KGaA, Darmstadt, Germany Associate Director for Global Strategy and Portfolio Expansion.

Solution

Medisafe is a personalized medication management platform helping patients stay on top of all their medications. The Medisafe app supports patients through customized medication management programs that incorporate complex drug regimens into their daily lives.

Merck KGaA, Darmstadt, Germany partnered with Medisafe to pilot customized digital medication management programs across three emerging markets: Brazil, Russia, and Mexico. Medisafe and Merck KGaA, Darmstadt, Germany designed programs to address the various condition-related management challenges that the patients face.

Through these programs patients receive daily support and connectivity to their specific medication dosing and condition needs. Customized medication reminders provide transparency into complex dosing schedules which can be shared with caregivers and later

with HCPs. The customized programs also include condition-specific and/or lifestyle content targeted to patients at appropriate phases of their treatment journey.

This personalized content supports patients to make lifestyle and behavioral modifications. The content could include disease and medication information, healthy lifestyle tips, caregiver support, and trackers for measurements of several health indicators visible only to the patients. The customized digital medication management programs provide patients with a tool that facilitates the management of their medication, helping to free their mind from the need to remember each dose, and empowering them to carry on with their daily routines.

Results & Future Outlook

Within months, patient empowerment delivered results. This joint program demonstrated strong medication adherence, and high patient-reported satisfaction.

Strong Adherence

The customized programs achieved an average adherence of 83% in only five months.

Each therapeutic program by country demonstrated that patient empowerment produces strong adherence as demonstrated below:

	THYROID	DIABETES	CARDIO
OVERALL	+83%	+81%	+83%
RUSSIA	+86%	+82%	+84%
BRAZIL	+86%	+81%	+86%
MEXICO	+77%	+75%	+78%

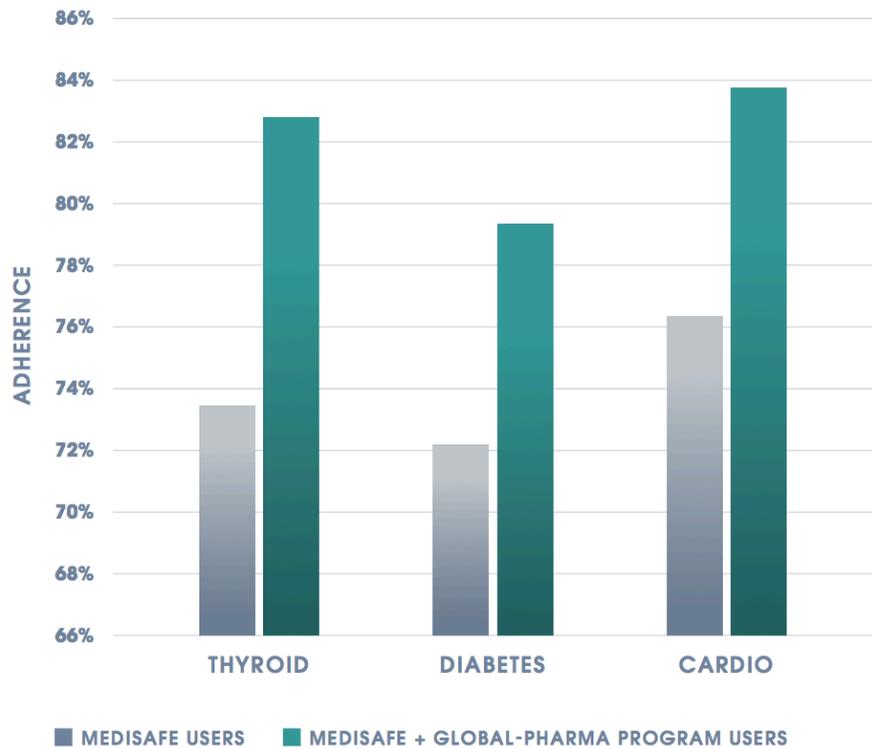
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Patients are more aware about their disease with the app – HCP does not have to spend time to talk about it.”

Merck KGaA, Darmstadt, Germany Program HCP
Russia Program

Achieving Better Adherence with Customized Programs

While engagement tools deliver adherence lifts, patients enrolled in customized programs sponsored by Merck KGaA, Darmstadt, Germany around cardiology, diabetes, and thyroid demonstrated an average adherence rate 10% higher than patients not enrolled in the programs. Medisafe analyzed adherence rates by comparing patients enrolled in the customized personalized program sponsored by Merck KGaA, Darmstadt, Germany, to the adherence rates of general Medisafe end users:



“We are seeing some strong results in adherence coming from our Medisafe initiative in Brazil, Mexico and Russia,” said Goldin. “These digital personalized programs uniquely provide patients access to condition-specific information and support which help them to drive behavioral change, resulting in increased adherence across the board.”

High Patient Satisfaction

While adherence rates can be seen as one successful measure, Medisafe surveyed users on their experiences.

- **73%** of patients reported that they are Very or Extremely Satisfied with the program
- **70%** are Satisfied or Extremely Satisfied with the content
- **85%** are Satisfied or Extremely Satisfied with the customization features in the app

Conclusion

The joint Medisafe and Merck KGaA, Darmstadt, Germany program results support that by empowering patients with relevant and high-quality support tools helps to maximize the treatment outcomes and adherence.



Merck KGaA
Darmstadt, Germany

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