IQVIA Study Proves Medisafe Digital Companion Extends Patients' Therapy Persistence

Chronically non-adherent patients with hypertension, diabetes, and depression demonstrate significant improvements

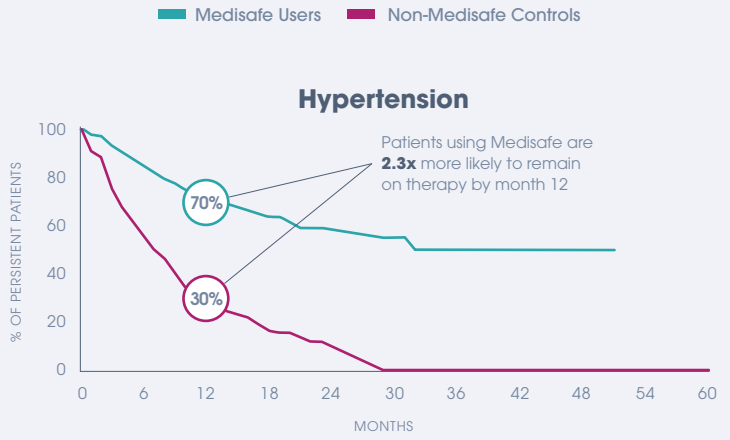
Medisafe conducted a retrospective cohort study to evaluate the impact of digital companion apps on patients' therapy persistence across three therapeutic areas: Hypertension (HTN), Major Depression Disorder (MDD) and Diabetes Mellitus (DM).

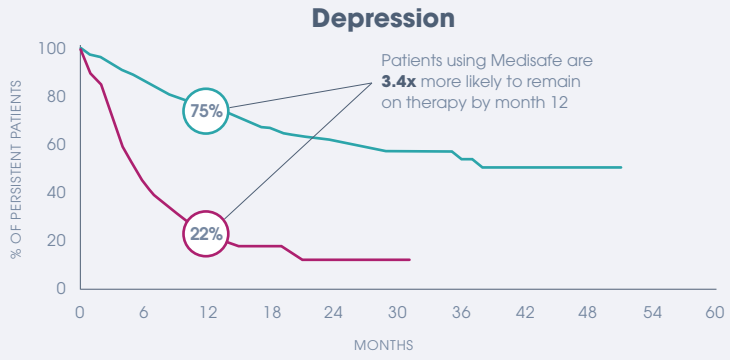
The study compared Medisafe users to a control group of non-Medisafe users who had been prescribed their specific medication for use between 2014 and 2017.

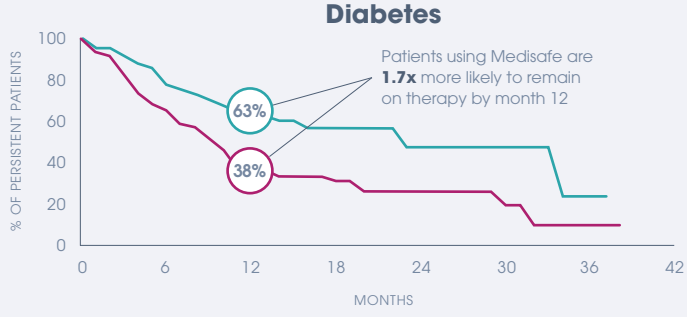
All patients were chronically non-adherent with a Medication Possession Ratio (MPR) of less than 0.8. In addition, patients were matched by age, sex, geographic region, and pre-index and post-index/on-app duration (see Methodology on the other side).

Persistence at month 12 was 69.3% on average for digital companion users compared to only 30% for the controls.

Time to Non-Persistence







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Clear and Compelling Conclusions

The study showed clinically and statistically meaningful results in persistence, defined as the duration of therapy without refill gaps of more than 60 days.

2–3x

By month 12, hypertension and depression patients were 2-3x more likely to remain on therapy than the controls.

6x

By month 24, hypertension and depression patients were 6x more likely to remain on therapy than the controls.

- Patients using Medisafe were **significantly more persistent** throughout the on-app period.
- The time to non-persistence was **significantly longer** for Medisafe digital companion users.
- The delta in therapy continuation between app users and the control **continued to widen** over time across all three therapeutic areas.

Medisafe's digital companion is an effective intervention tool that has proven results significantly increasing therapy persistence for chronic patients. Broad use of digital companions can play a transformative role in improving clinical and economic outcomes for some of our most vulnerable populations.

Methodology

Medisafe digital companion users were identified using the criteria shown below and anonymously linked to IQVIA's longitudinal prescription claims (LRx) data.

The control group was comprised of non-Medisafe users identified by IQVIA's LRx data with the same or similar patient characteristics.

Patient Criteria / Attrition

1. Adult (≥18y) Medisafe digital companion users with TA claims (2014 – 2017) and without missing data...
2. With ≥ 2 Rx fills during the pre-index period, and ≥ 3 Rx fills during the post-index period...
3. With pre-index Medication Possession Ratio < 0.8

Final Patient Populations in Study

	Medisafe	Non-Medisafe
Hypertension	1,173	1,552
Depression	2,360	3,450
Diabetes	200	213

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