Medisafe

IQVIA Study Proves Medisafe Digital Companion Dramatically Improves Medication Adherence

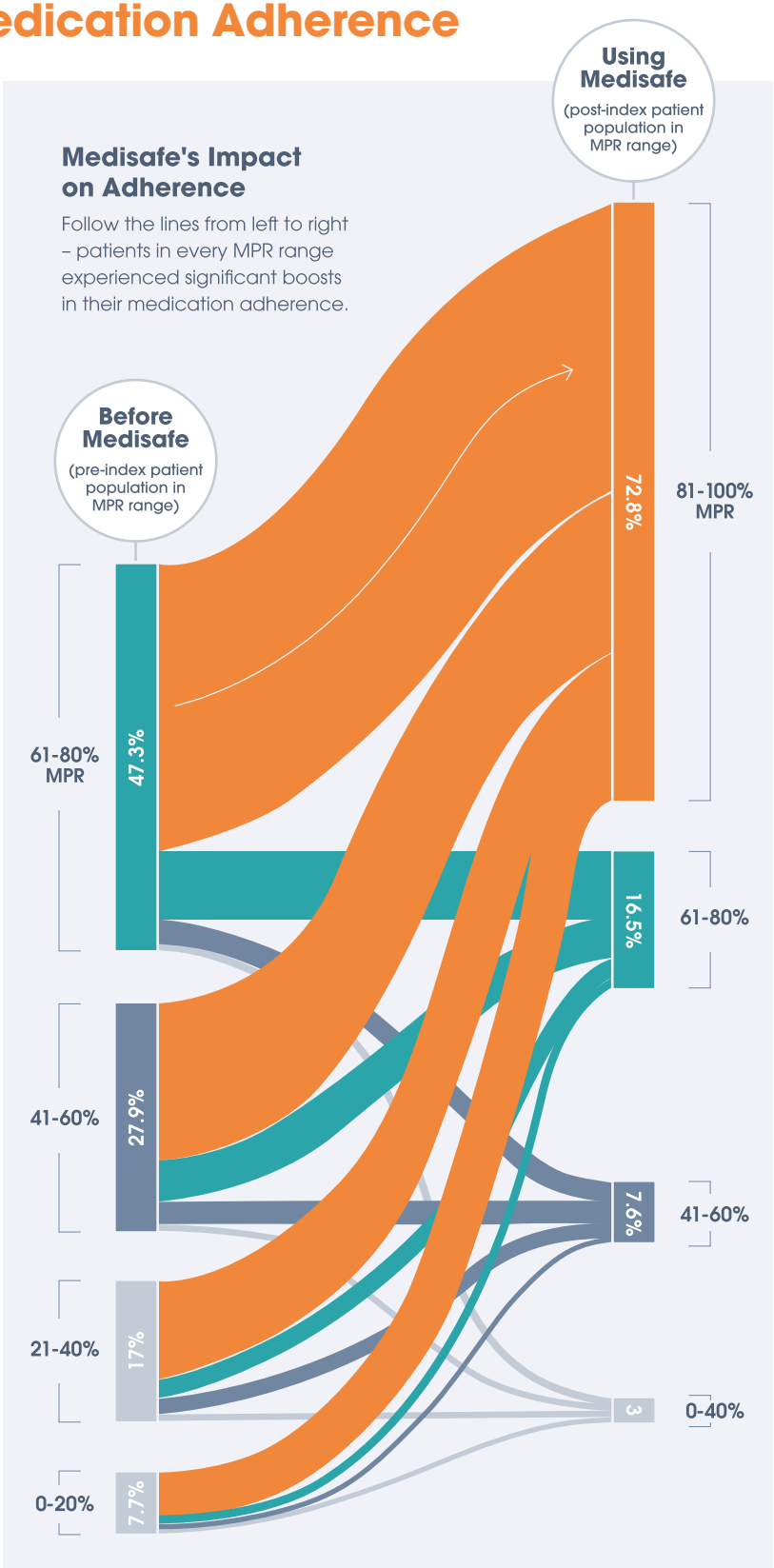
More than two-thirds of chronic condition patients became adherent after starting to use Medisafe

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

The study used retrospective patient data from Medisafe linked anonymously to IQVIA's longitudinal prescription claims database (LRx).

All patients pre-index (before using Medisafe) were chronically non-adherent with a Medication Possession Ratio (MPR) of less than 0.8. Post-index (after using Medisafe) MPR change was assessed using paired t-tests.

The diagram to the right shows the extent Medisafe's digital companion impacted patient adherence across all three TAs. None of the patients were classified as adherent pre-index, MPR ≥0.8 (left side). But after starting Medisafe, the adherent cohort increased from 0% to 72.8% of the total patient population (follow orange lines from left to right).



IQVIA™

ISPOR

Medisafe

Clear and Compelling Conclusions

Patients who started using Medisafe had significant pre- to post-app improvements in adherence in all TAs.

Pre-App		Post-App
<0.6	→	>0.9
Median MPR		Median MPR
0%	→	70%
Adherent		Adherent

- Hypertension, diabetes, and depression **patients increased their median MPR to above 0.9** (out of a possible 1.0) after starting to use Medisafe.
- Most patients using Medisafe with a pre-index MPR of < 0.5 **increased their absolute MPR by ≥ 0.5** in each TA.
- More than **70% of patients became adherent** after starting to use Medisafe.

Medisafe's digital companion is an effective intervention tool that has proven results significantly increasing medication adherence 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

Patients in the study were identified using the criteria shown below and anonymously linked to IQVIA's longitudinal prescription claims (LRx) for pre- and post-index MRP analysis.

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

Chronic Disease Patients in the Study

Hypertension
1,173

Depression
2,360

Diabetes
200

Presented at the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 2019 conference*

* www.ispor.org/heor-resources/presentations-database/presentation/intl2019-1846/89818

Learn more about Medisafe's evidence-based solutions. Visit medisafe.com