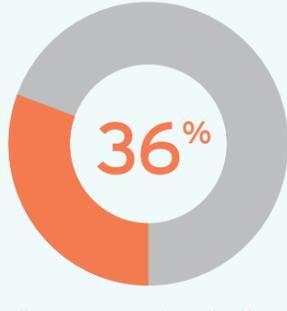


# A PERSONALIZED SUPPORT PROGRAM THAT DELIVERS IMPROVED MEDICATION ADHERENCE & POSITIVE HEALTH IMPACT

Atlantis Healthcare co-designed, delivered and evaluated a multichannel support program with New Zealanders living with type 2 diabetes and taking oral medication.

The myMeds program sponsor is PHARMAC, the New Zealand's government funding agent for medication and medical devices.



Adherence to oral medications can be as low as 36%<sup>5</sup>

## Patient challenges

**Type 2 diabetes is a common, progressive, long-term health condition<sup>1,2</sup>**

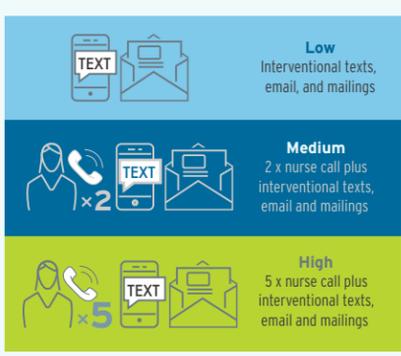
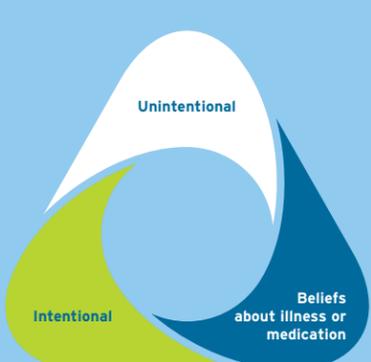
Oral hypoglycemic agents are a first-line pharmacological treatment.<sup>3</sup> Keeping people on oral medication may delay their need to start on insulin.<sup>4</sup>

## Drivers of nonadherence

**Medication nonadherence is a complex problem. The common patient-related factors are:**

- unintentional (forgetting or mistakenly missing a dose);
- intentional (choosing not to take medicine<sup>6</sup>;
- beliefs about illness or medication<sup>7</sup> such as perceived control, confidence and consequences as well as concern about potential effects of the treatment.

**Targeting people's beliefs about their illness and medication can lift adherence.<sup>8</sup>**



## Personalized support solution

**The myMeds support experience is tailored to address the most relevant nonadherence risk factors for each person along their 26-week program journey.**

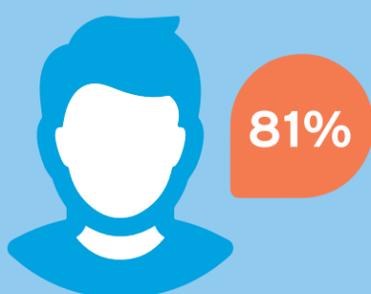
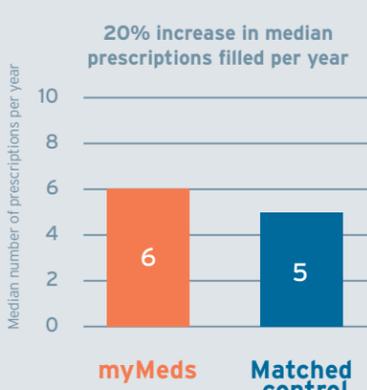
The level of support delivered is matched to their level of need as assessed when they join the program.

The support interventions are delivered via personalized text messages and emails, customized web portal, and a series of coaching calls from the myMeds nurse team.

## Improved adherence among myMeds participants vs control group

**Our impact evaluation<sup>9</sup> reveals:**

- median prescription fill rates are **20% higher in the myMeds group** compared to the matched control (myMeds program [mode=8.2, standard deviation=6.1, median=6.0]; control [mode=7.7, standard deviation=6.6, median=5.0] [P=.020]);
- **significant increase in the total number of prescriptions filled by myMeds participants** between before starting the program (mode=7.2, standard deviation=6.2) compared to when they completed the program (mode=8.2, standard deviation=6.8).



## Positive experience ratings

**81% say they would recommend myMeds to others<sup>9</sup> as it has:**

- helped them take their medication as prescribed;
- gave them the perception they were managing their diabetes better;
- provided them with a better understanding of their diabetes and diabetes treatment.

## Positive health impact

**Approximately 76% report that the program helped improve their health.<sup>9</sup>**



Contact us to discuss how we can help you to provide personalized support that delivers improved health behaviors, outcomes and experience:

[www.atlantishealthcare.com/en-us/contact-us](http://www.atlantishealthcare.com/en-us/contact-us)



Offices in the United Kingdom, Germany, United States, Australia and New Zealand

[www.atlantishealthcare.com](http://www.atlantishealthcare.com)

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