

# MEMOTEXT<sup>®</sup>

TRUSTED INNOVATIONS IN PATIENT ADHERENCE



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## The cost of non-adherence:

### PROVIDER



**ONE THIRD**  
OF MEDICATION-RELATED  
HOSPITAL ADMISSIONS ARE  
RELATED TO POOR  
RX ADHERENCE

### PAYER



**\$290 BILLION**  
PER YEAR IN AVOIDABLE  
TREATMENT DUE TO  
MEDICATION  
NON-ADHERENCE

### PHARMACEUTICAL

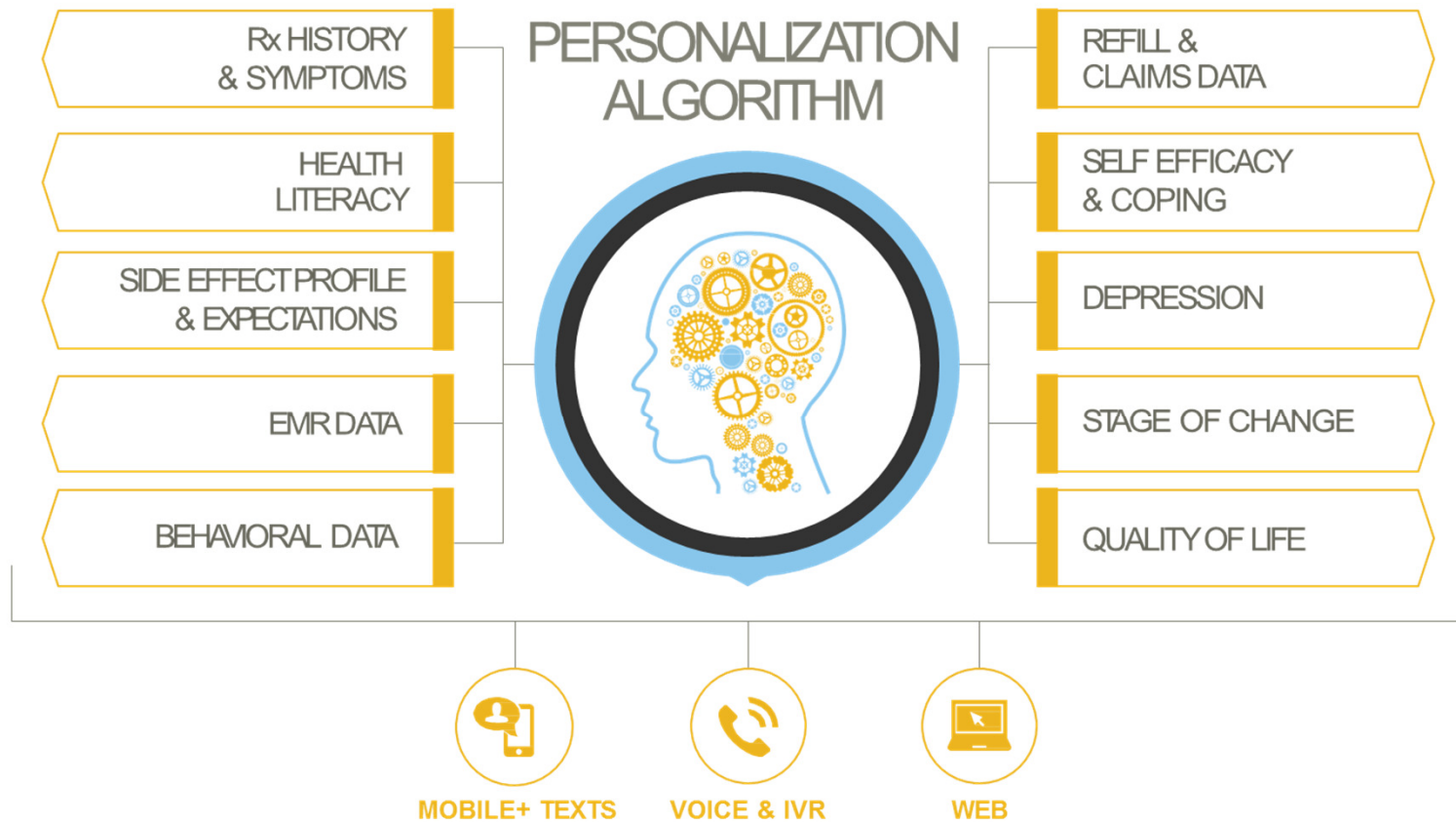


**\$188 BILLION**  
IN LOST REVENUES.  
MED-ADHERENCE IS THE  
PHARMACEUTICAL  
MANUFACTURERS NEXT  
BLOCKBUSTER

With every 10% increase in Medication Possession Ratio (MPR) there is a **net 9-30% decrease in annual total healthcare costs.**

1. CVS State of the States: Adherence Report. 2012, CVS Caremark
2. Value Health. 2009; 12(6): 915-922
3. 2012 Patient Adherence and Compliance: Improving Outcomes through Patient Engagement Programs- Cutting Edge Info (PH166) 2012

# MEMOTEXT®



Evidence-based, ROI-driven digital adherence and behavior change solutions.

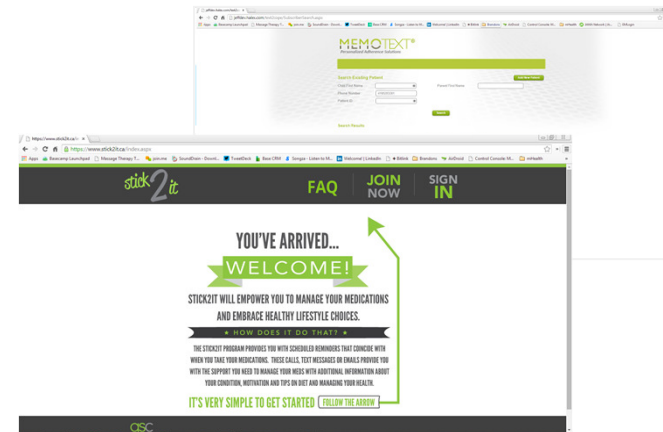
We improve the bottom line for healthcare stakeholders by increasing adherence to treatment.

## The MEMOTEXT® Intervention



Best practices in program recruitment are used to develop enrollment app or sites.

- **Multi-channel**
  - Patient Self-Enroll
  - Call Center
  - Web, Mobile, Telephone, Point of Sale
  - Provider



## Self-referencing from patient responses.



RECRUITMENT



ASSESS

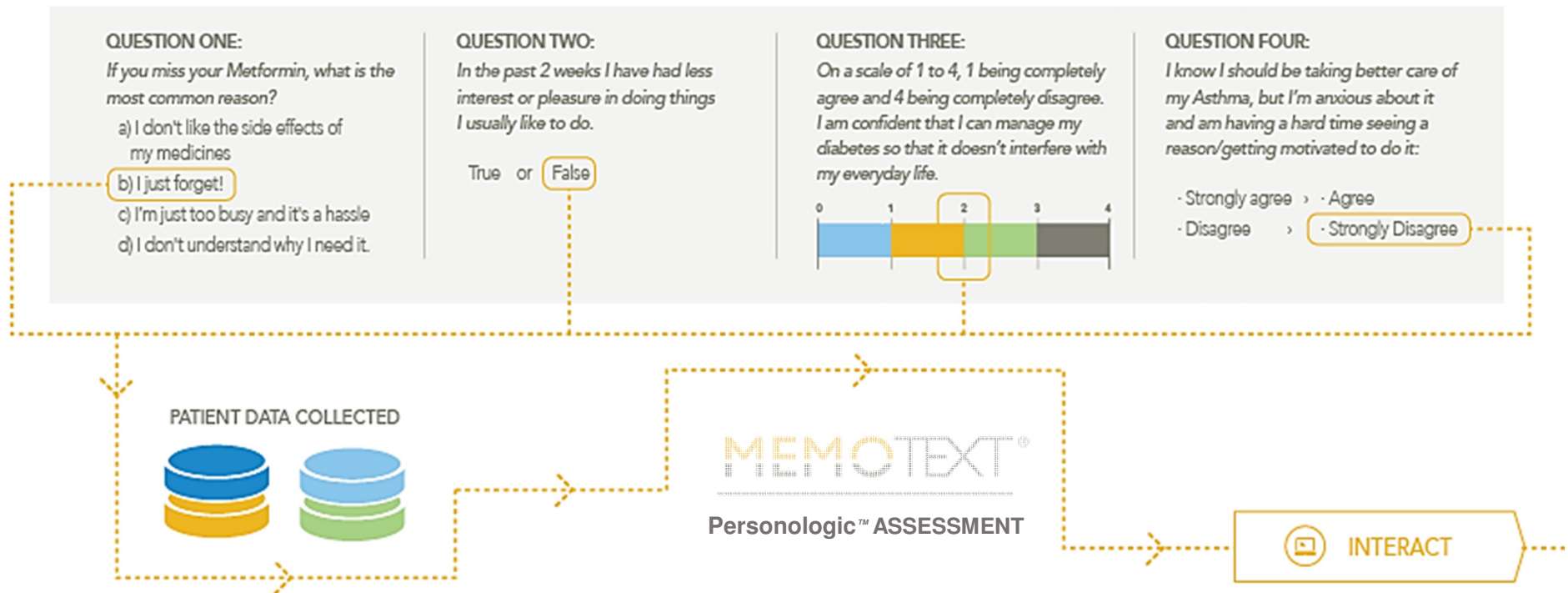


INTERACT



MEASURE

- Validated, short, frequent assessment
- Condition specific literacy, behavioral
- Securely administered for privacy



# Personalized Content by Text and Mobile



RECRUITMENT



ASSESS



INTERACT



MEASURE

Automated, Personalized, Interactive, Self-Referencing Information, Motivation + Live Support



## Actionable Dataflow



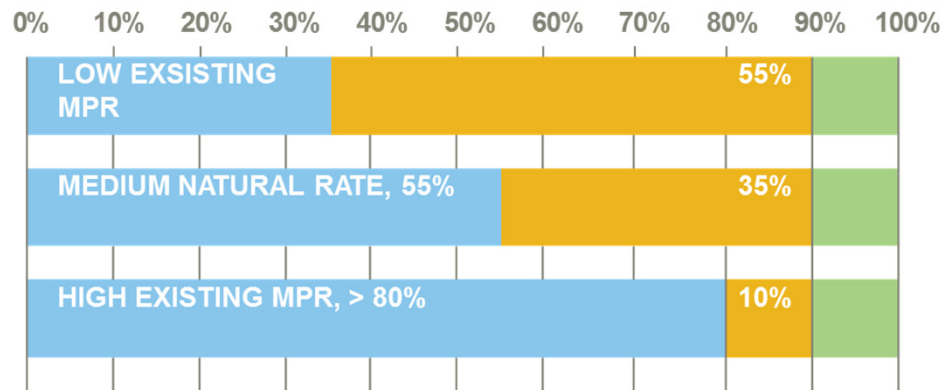
Click for sample audio



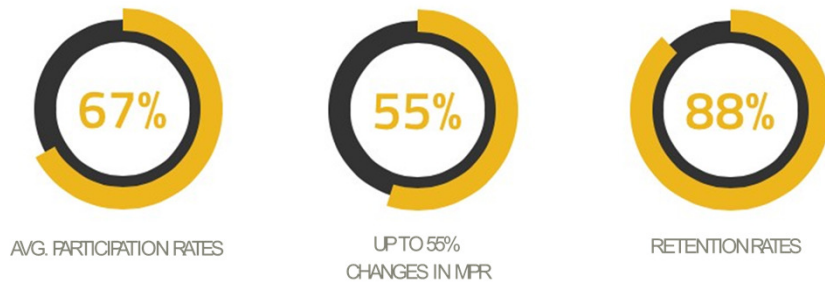
# Real-World Data



Pharmacy	Recruitment	Intervention	Results/references
	<ul style="list-style-type: none"> <li>In-store</li> <li>DTC</li> <li>Call Center</li> <li>(Web + POS)</li> </ul>	Self-efficacy & depression adherence <b>METFORMIN</b> . Adaptive SMS and IVR outreach and interactive education program.	Very significant increases in MPR – 18+ months



**79%** of patients rate programs very highly  
**17% +** change in patients rating confidence in self management  
**76%** of patient self-report feeling better, healthier and happier since starting a T2 Diabetes program



# The MEMOTEXT effect

## Johns Hopkins Wilmer Eye Clinic

### JAMA Ophthalmology

Formerly Archives of Ophthalmology

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Original Investigation | May 15, 2014

### Automated Telecommunication-Based Reminders and Adherence With Once-Daily Glaucoma Medication Dosing

#### The Automated Dosing Reminder Study **ONLINE FIRST**

Michael V. Boland, MD, PhD<sup>1,2</sup>; Dolly S. Chang, MD, PhD<sup>1,3</sup>; Travis Frazier, MD<sup>4</sup>; Ryan Plyler, BS<sup>5</sup>; Joan L. Jefferys, ScM<sup>5</sup>; David S. Friedman, MD, MPH, PhD<sup>1,3</sup>

<http://archophth.jamanetwork.com/article.aspx?articleid=1871612>

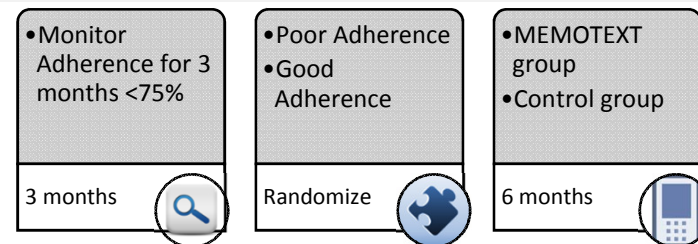
Presented at Stanford Persuasive Behavior Lab, mHealth 2012 and Kaiser Permanente Gallery of Innovation, Amer. Academy of Ophthalmology

**Recruitment:** JHU Research / MS Healthvault

**Condition:** Glaucoma (Travatan/Xalatan)

Michael V. Boland MD PhD. – Wilmer Eye Clinic Johns Hopkins Univ.

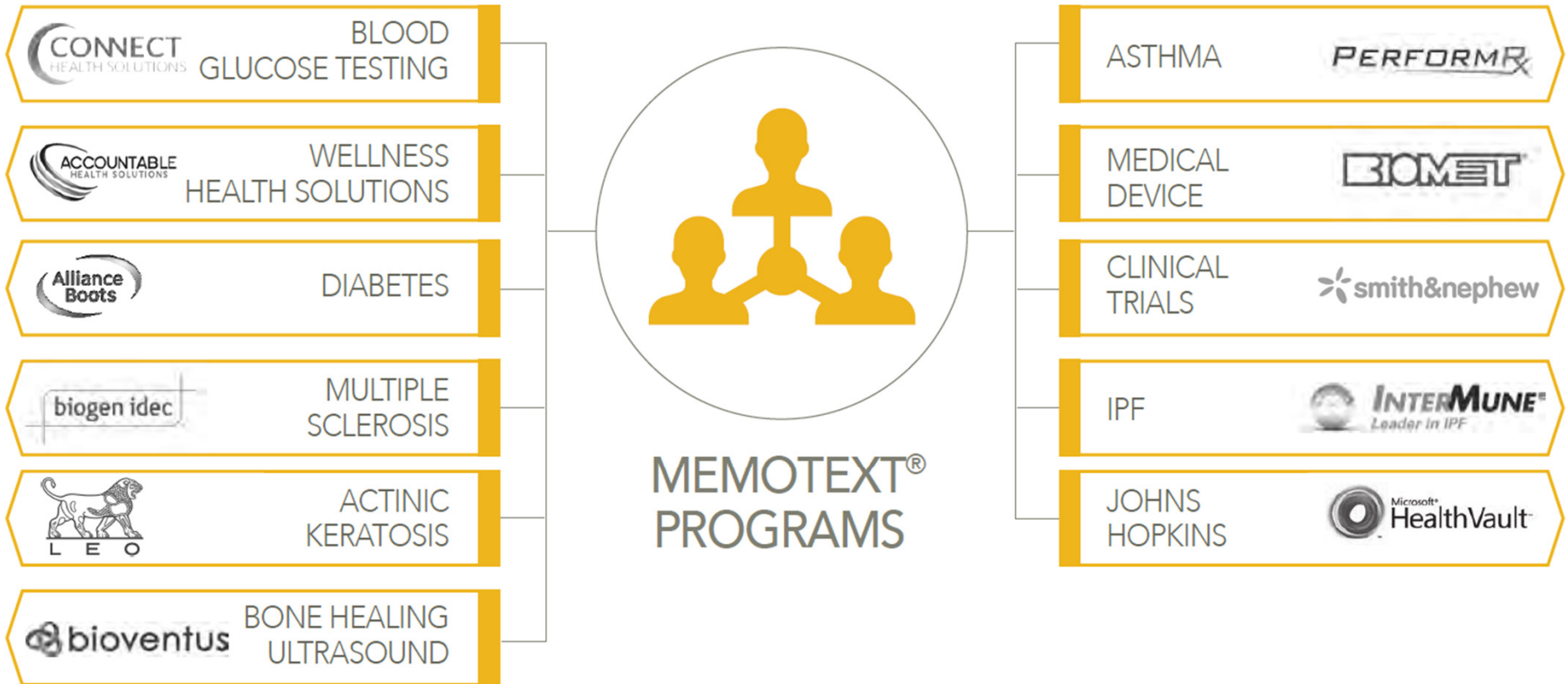
**Results:** Significant improvements in medication adherence with daily medications: Intervention group increase adherence from 51% to 67% adherence p. 0.003 (Electronic Monitoring of Dosing)



	INITIAL (%)	FINAL (%)
Control	49%	50%
Intervention	51%	67%



# Select MEMOTEXT Pharma and other Use Cases

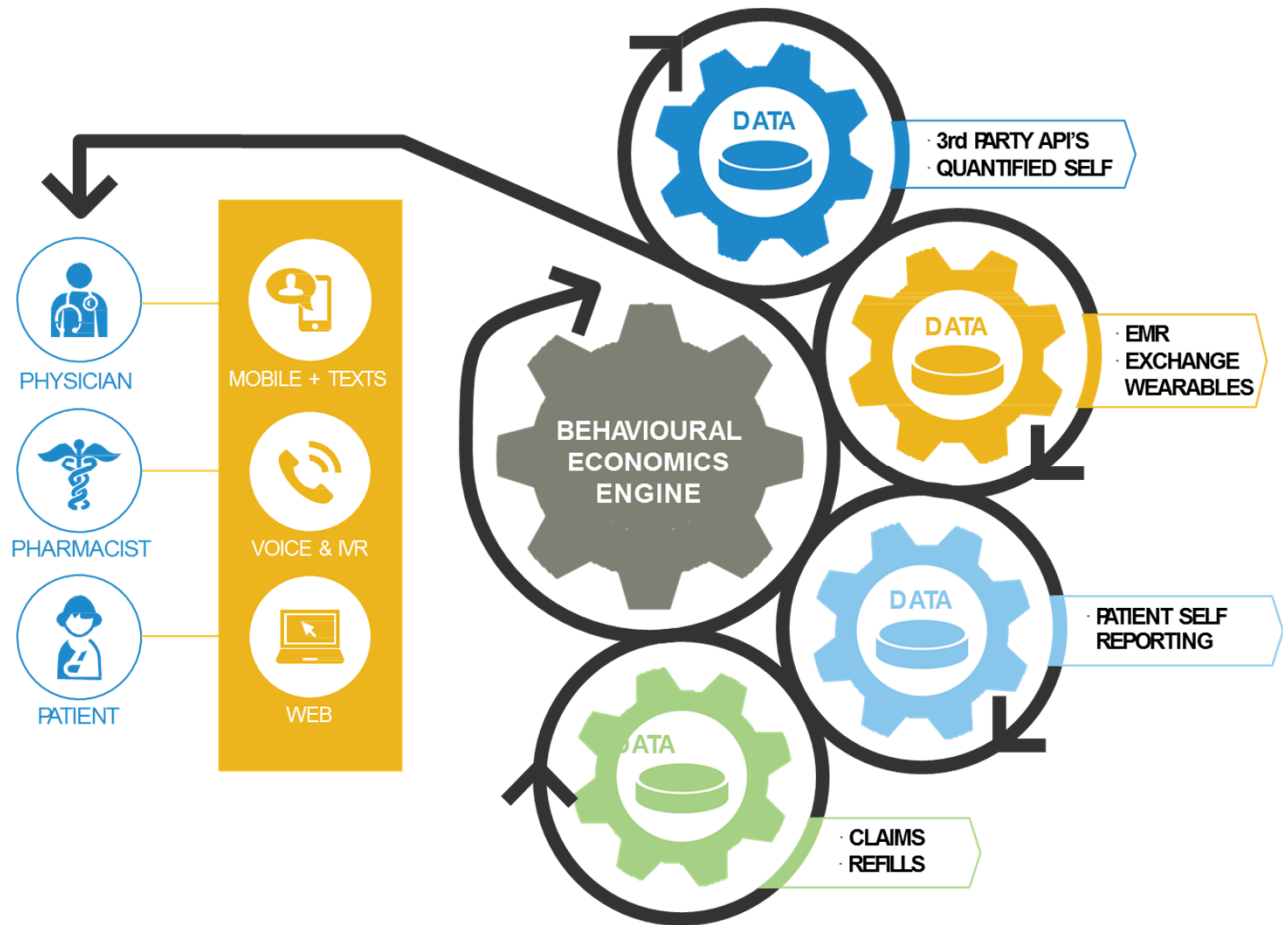


Recruitment, Intervention, Measurement  
Privacy, Pharmacovigilance, Info Security

Collaborative development to **automate** and **assess** digital evidence-based behavior change.



Leverage and grow **behavioral economics & artificial intelligence** engine.

Development of an **agile science** methodology.





1. US Veterans Affairs, Univ. of Pittsburgh: CHF Follow-Up.
2. Arizona State Univ. TEXT2Cope: SMS: CBT + self talk
3. Nova S.E Univ.: Resolving Med Issues in Diabetes (SMS)
4. St. Michael's Hospital: Prenatal Vaccination Adherence


# Select MEMOTEXT Use Cases

Pharmaceutical Manufacturer	Recruitment	Intervention	Results/references
Genzyme RENAGEL®	Hospital Pharmacy and Salesforce led HCP recruited.	ESRD adherence RENAGEL pilot program – Patient support, education and caregiver/support worker notification	>30% acquisition rate. Results confidential.
BIOGEN IDEC  PERSONALIZED CARE • SECOND TO NONE	Nurse and Case Worker – Homecare (Bayshore Healthcare) recruitment.	AVOTALK – Avonex adherence program – recruited via nurse/caseworker (Bayshore HealthCare) – Direct connection to call ctr via adherence program.	4year program to-date Significant adherence sustainability. References available.
LEO Pharma 	Co-Pay card integrated recruitment with STI.	PICATO support program, Real-time IVR Patient Reported Outcomes Data gathering program.	Analytics and data led to targeted support program. References available upon request.


Other Pharmaceutical Clients: **Merck Canada, Bayer Canada**  

Pharmacy	Recruitment	Intervention	Results/references
 A member of Alliance Boots	In-store web-based and POS	Oral Diabetes adherence program for METFORMIN. Adaptive SMS and IVR outreach and interactive education program	+55% increases in MPR – 18+ months

Pharmacy Benefit Management	Recruitment	Intervention	Results/references
	Recruited through participating HealthPlan	Adaptive Asthma program. Behavioral and educational content segmentation + Daily Air Quality Index Forecast	Ongoing

Wellness	Recruitment	Intervention	Results/references
	Healthplan, Employer, Insurance	3- way collaboration with wireless blood glucometer, personal health coach and blood glucose testing adherence (behavioral/educational) intervention. Real-time BGM data (trending and adherence) input into algorithm and escalations/caregiver alerts.	Ongoing

Insurance Carrier/Health Plan	Recruitment	Intervention	Results/references
<b>Green Shield Canada</b>	Through healthplan, Direct Mail/Segmented lists.	Educational and Behavior based Heart Health Program: <a href="http://www.stick2it.ca">www.stick2it.ca</a> Cholesterol and blood pressure medication adherence.	Significant improvements in MPR, Delay to refill.

Provider/Hospital	Recruitment	Intervention	Results/references
	HealthCare Practitioner Recruited	See referenced study	31% increase in daily adherence to TRAVATAN, XALATAN

**We get it.**

Adherence programs require forward thinking and very robust control mechanisms:

- Privacy & Data Security
- Patient Health Information and HIPAA/PIPEDA
- Regulatory Frameworks
- Pharmacovigilance
- InfoSec
- Technology Reliability Redundancy &DRP

MEMO!TEXT<sup>®</sup>

**THANK YOU!**

**Questions for me?**

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