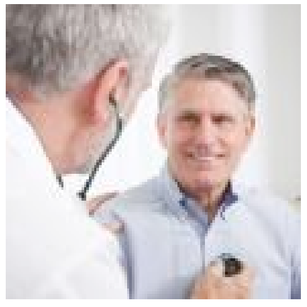
European Federation of Pharmaceutical Industries and Associations

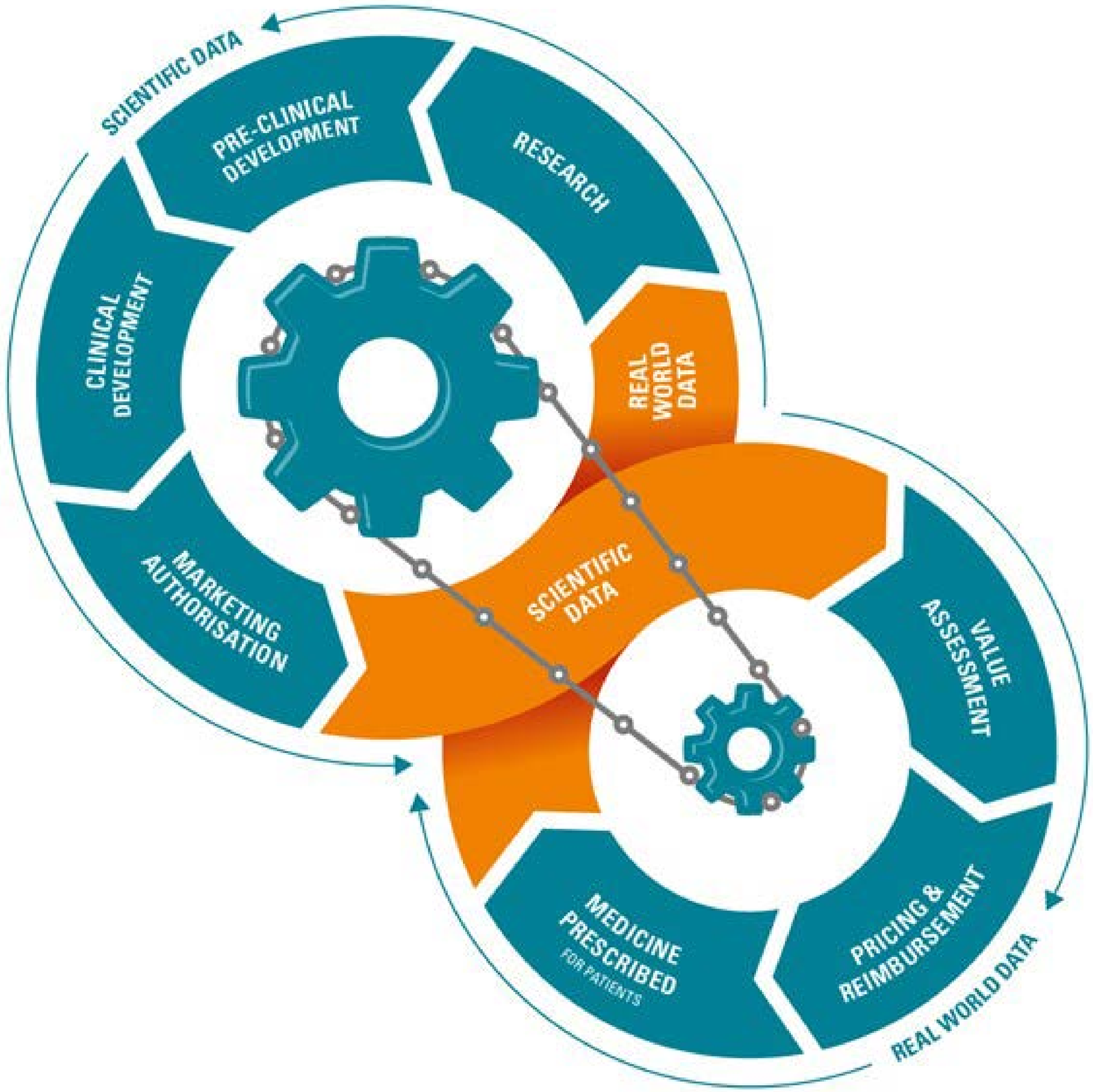
EFPIA: Supporting adherence

Author: Andrew Powrie-Smith * **Date:** 23/05/2017 * **Version:** FINAL



* European Patients Rights Day

Patient Engagement across the Life cycle



Adherence

- Patients
- Companies
- Healthcare systems

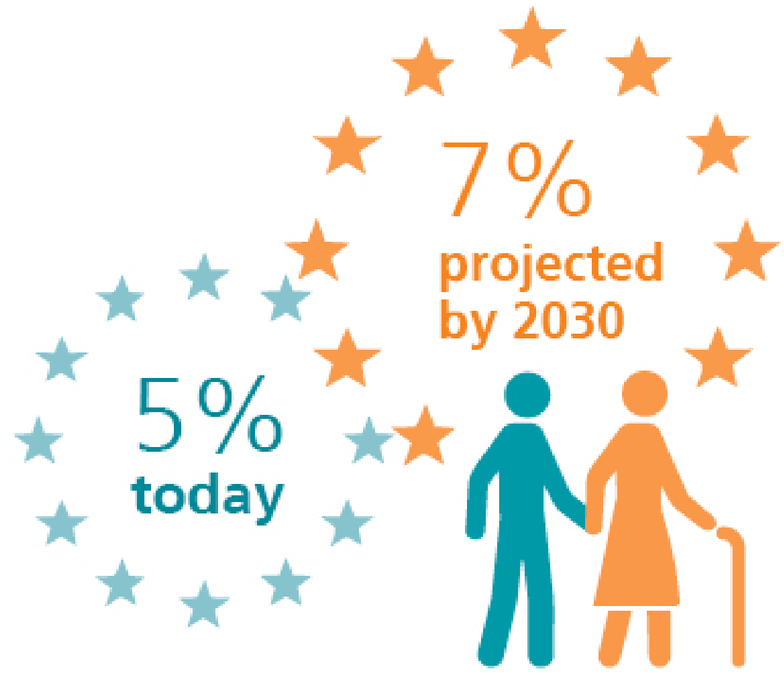
195,400

€564 billion

€125 billion

Trends in healthcare

- An ageing population
- Increased levels of chronic disease
- Increasing co-morbidities
- Biologics
- Personalised medicines
- Poly-pharmacy
- EHR and data



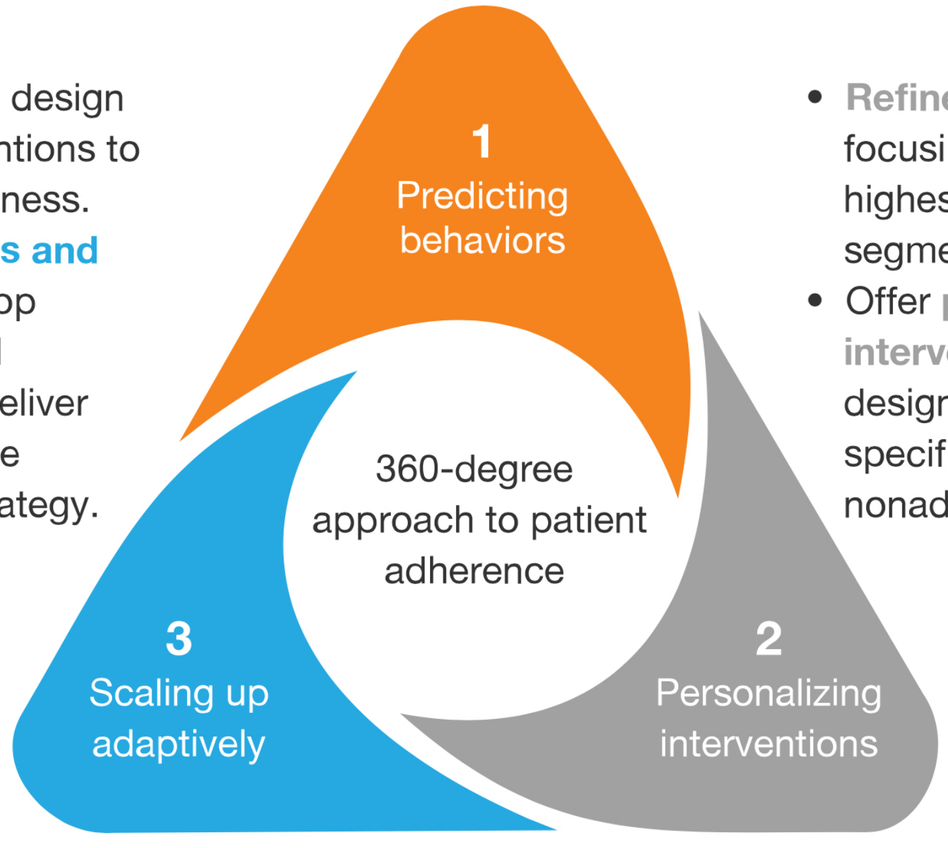
Between the ages of 45 and 65, the incidence of heart disease more than doubles

How can we support adherence?

A three-step approach can improve patient adherence.

- Develop **comprehensive view** of patient with real-world data.
- Conduct modeling to identify key **drivers of nonadherence**.
- Apply **predictive analytics** to anticipate adherence behavior.

- **Test and learn:** design and test interventions to assess effectiveness.
- **Agile processes and systems:** develop cross-functional capabilities to deliver a comprehensive engagement strategy.

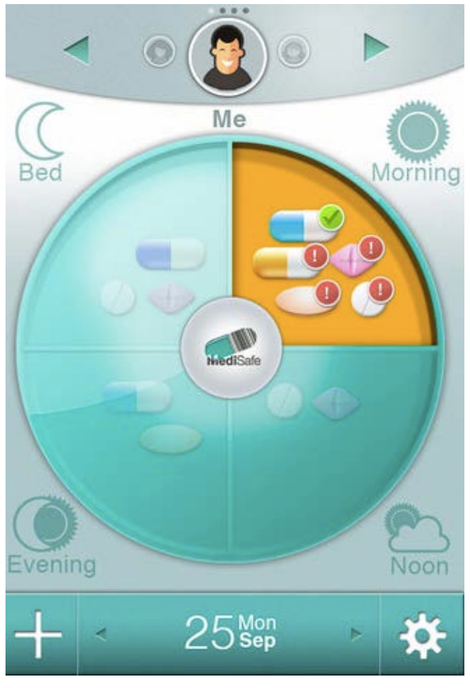


- **Refine targeting,** focusing on highest-priority segments.
- Offer **personalized interventions** designed for patients' specific drivers of nonadherence.

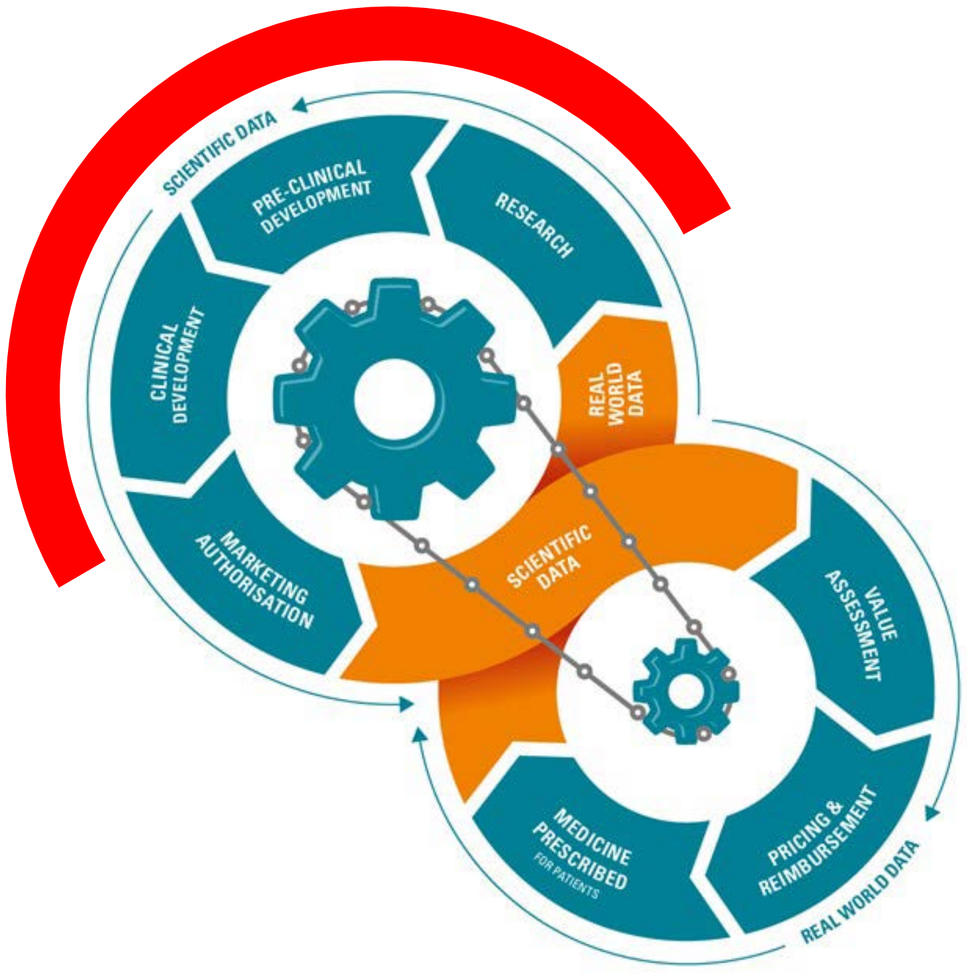
McKinsey&Company

How can we support adherence?

- Education
- Empowerment
- Economics
- e-health

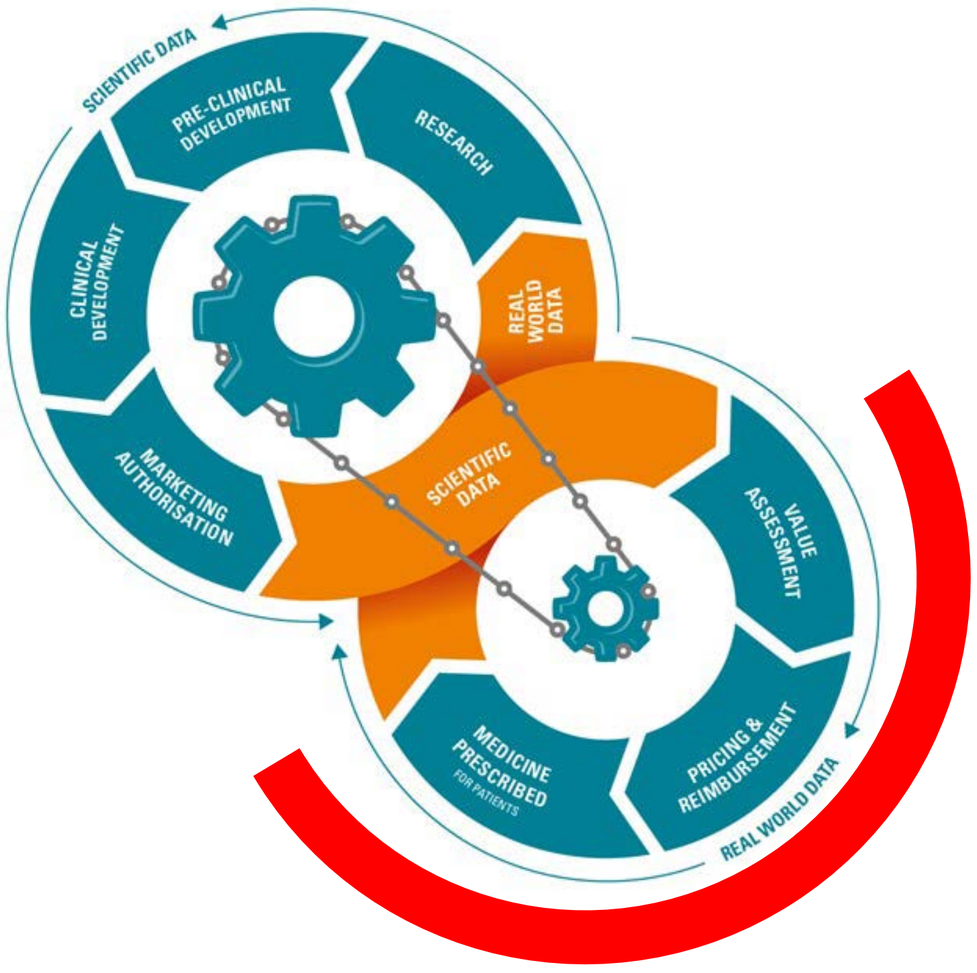


How can industry support adherence?



- Patient engagement through the research an development process
- Not just what the medicines does but how it is taken
- There are many examples from diabetes, HIV, respiratory and others

How can industry support adherence?



- Understand the route causes of non-adherence
- Support self-management programmes
- Invest in technical solutions

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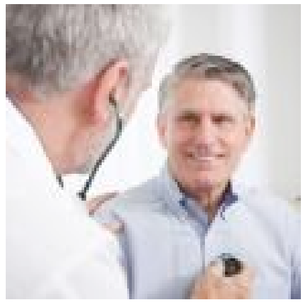

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