HealthCampRDU – May 23, 2012

What Medication Non-Adherence is Telling Us.....But Are We Listening?



Mitch Strobin
MedicationAdherence.Org
mstrobin@MedicationAdherence.Org
http://tinyurl.com/c6ccamc

What is the Problem?

Medication Non-Adherence.....Affects Everyone





- >1M Hospitalizations/Year
- Medical 125K Accidental Deaths/Year
 - Increased Medical Complications





- \$290B/yr Avoidable Medical Costs
- Financial Lost Productivity & Income
 - Increased Insurance Costs





- Loss of Independence
- Impact on Family & Friends
- Increased Psychological Effects

What Are You Doing to Address the Problem?

Educating the Medication Adherence Ecosystem

Medical Professionals



Patient



Professional Caregivers



Orgs / Resources





@MedAdherenceOrg

375+ Followers

800+ Tweets

Pharma / CROs



Technology Companies



Payers



Support Groups

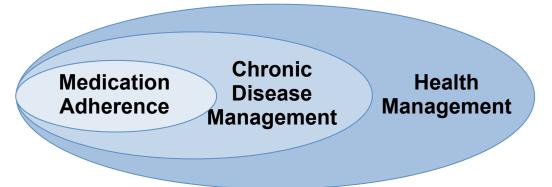


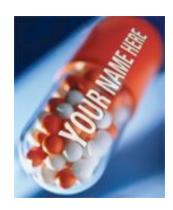
Government



What Did You Discover? What Do You Need Help With?

Medication Adherence > Adhering to Medication





Increasing MedicationAdherence.Org's Impact







Why Did You Take On This Challenge?

Medication Adherence > One Company

Medical Professionals



Patient



Professional Caregivers



Orgs / Resources



Independent Voice

Many Options – Overwhelming

Multiple Perspectives

Pharma / CROs



Technology Companies



Payers



Support Groups



Government

