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ConnexionPoints®

The Complete Adherence eHandbook

June 2020

Clinical Markets Edition

Adherence and Engagement

This offering brings together decades of clinical and psychological research and Segmedica's twenty-year program of research into personality and healthcare behaviors.

The result is a global reference and training product designed for pharma marketing and HEOR groups to support their studies and adherence programs. We help you understand the true drivers of non-adherence, how to identify patient types that will respond to adherence programs, and how different elements of the healthcare system worldwide need to come together to solve the adherence problem.

Adherence is the last frontier of pharma market development. In the US alone, the adherence shortfall from just an 80% compliance rate costs the industry \$200 billion each year. At the same time the US pharma industry spends \$10 billion per year in DTC advertising and programs, almost entirely to acquire new patients, not to retain them.

What are the costs to providers, plans, PBMs, employers, and other stakeholders?

Practical access problems can be addressed by practical solutions. These problems, however, often just screen the deeper reasons why patients are not adherent. One size does not fit all, and education and information do not change behaviors in unmotivated people. Even if drugs were mailed to patients home completely free of charge, many would still not take them as directed.

Join the ConnexionPoints Adherence and Engagement Program to tune up your patient support efforts and HEOR studies.



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Chapter/Section

Overview – Adherence Issues and Organizational Change Trends

The Psychology of Adherence

The Role of Personality

Two Models of Patient Behavioral Drivers

The Role of Worldview

The Role of Cultural Norms

Curated Collection of Case Studies & Literature

Segmedica Research Case Studies

Compliance Models

Behavioral Psychology

Behavioral Economics

Forgetfulness & Habitual Behaviors

Detailed Critique of a Study

Literature Review

Clinical Case Studies

Correlates to Adherence and Persistence

Standard Metrics of Adherence and Persistence

Example of Adherence Intervention Studies

Recommendations for Adherence and Persistence Programs

Recommendations for Future Analysis and Research

Over 300 pages and 100 case studies linked to original papers
Enterprise license cost \$5,000 USD.



The Complete Adherence and
Engagement eHandbook

Adherence and Engagement Training and Consulting

Online Self-Study Course:

- ✓ Cost \$199 USD per person
- ✓ Five modules, over 3 hours
- ✓ Modules included:
 - Introduction to adherence and compliance, definitions, key issues, important trends in healthcare
 - The psychology of adherence and persistence – personality types and their roles, worldview, cultural, and geopolitical issues
 - Behavioral psychology – an introduction to the main published behavioral models
 - Case studies in the literature and what we can learn from them
 - Strategies for effective programs

Online Group Master Classes:

- ✓ Cost \$5,000 USD per group
- ✓ Conducted live online
- ✓ Customized to specific companies and objectives

Ad Hoc Consulting:

- ✓ \$300 USD/hour + expenses at cost
- ✓ Consulting on program design and testing

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