



New Insights: Cholesterol Lowering Treatments Continue to Challenge Hyperlipidemia Patient Compliance, Reports WWMR, Inc.

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San Francisco, CA. Dec. 10, 2002 – Hyperlipidemia medication noncompliance can have severe and costly clinical consequences, as well as measurable effects in terms of direct and indirect costs. Also, underutilization of cholesterol lowering medications result in significant product revenue loss for pharmaceutical manufacturers. More importantly, lowering blood cholesterol levels can reduce the short-term risk for heart attack by 40%. The rate of compliance with hyperlipidemia treatments is low, causing an estimated 125,000 deaths per year. This Hyperlipidemia Patient Compliance report provides important insights into specific treatment compliance issues underlying hyperlipidemia, a lipid disorder also known as hypercholesterolemia or "high cholesterol."

Despite the availability of numerous pharmaceuticals for the treatment of hyperlipidemia, significant obstacles to patients' compliance with these therapies, as well as dietary and exercise regimens, remain. The preventative, rather than curative nature of hyperlipidemia treatment is one such challenge. Numerous additional factors result in differing rates of compliance among patients. Patients report reasons for delay and/or omitted drug doses, as well as not following dietary and exercise regimens.

Products currently used to treat hyperlipidemia include Mevacor and Zocor by Merck & Company, Pravachol by Bristol-Myers Squibb, Lescol by Novartis, Lipitor by Pfizer, Parke-Davis, Colestid by Pharmacia, Welchol by Sankyo Pharmaceuticals, Lopid by Pfizer/Parke-Davis, Atromid by Wyeth-Ayerst, and Tricor by Abbott Laboratories.

Hyperlipidemia Patient Compliance is a newly released report from EP Publications, a service of WWMR, providing compliance rates, factors influencing compliance, strategies for improving compliance, and the resulting implications for the pharmaceutical industry. Key findings from patient interviews – including direct quotes, critical desires of patients in terms of compliance, reasons for non-compliance – are also included in the report.

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Source: WWMR, Inc.
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