



Achieving Medication Compliance – An Examination of the Multi-Dimensional Challenges Facing Patients, Reported by WWMR, Inc.

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PATIENT COMPLIANCE is a new report from EP Publications, a service of WWMR, Inc., addressing the factors affecting patient medication compliance for twelve different diseases.

Studies show that patients take approximately 75% of their medication doses as prescribed - the average rate of compliance for patients on chronic therapies is about 50% after one year, and declines over time. Noncompliance is reported to cost the US healthcare system an estimated \$100 billion a year; approximately 10% of hospital admissions, costing up to \$50 billion annually, are believed to be precipitated by noncompliance.

PATIENT COMPLIANCE reviews compliance rates and disease-specific compliance issues for twelve diseases: hypertension, congestive heart failure, angina, asthma, diabetes, migraine, epilepsy, schizophrenia, anxiety, depression, tuberculosis, and HIV/AIDS. For each disease, a framework supporting the predicted rate of patient compliance is provided, including a discussion of: patient characteristics and prevalence, approaches to treatment, compliance issues, compliance rates, cost of noncompliance, and compliance strategies.

This report reviews the challenges in achieving medication compliance, the roots of these challenges, and new directions for managing and overcoming them. Compliance is defined, techniques for measuring adherence are presented, and barriers to medication adherence are identified. The implications of these barriers are assessed for patients, clinicians, and the pharmaceutical industry, including those designing clinical trials. Taking into account these barriers, as well as the limitations of measuring compliance, strategies for improving compliance are presented. In addition, directions for future research are discussed.

PATIENT COMPLIANCE authors Renee Willard, Ph.D., R.Ph., Susan Olsen, and Allison Randall Beuker, based this report on an in-depth review of the medical literature, including treatment review articles, medical textbooks, epidemiology studies, and clinical studies. These efforts were enhanced through direct in-put from clinicians and medical directors of managed care organizations.

WWMR, Inc. is an independent marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR, Inc. has provided over 450 high quality, customized, and insightful studies to clients in the pharmaceutical, biotech, medical device, and diagnostics communities worldwide. Enhanced Perspective Publications (EP Publications) is the multi-client publication arm of WWMR, Inc. Other reports available include Neuropathic Pain and Prostate Cancer.

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Source: WWMR, Inc.
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