

# THE 3 E'S TRANSFORMING PATIENT ENGAGEMENT. ENABLE. EMPOWER. ENGAGE.

The NHS loses £500M+ every year combatting non-adherence to medicines, at least half of which is deemed 'avoidable'. Patient adherence to medicines can only increase once the patient is empowered with the tools to take charge of their own personal health.

45% of British adults take some sort of prescription medicines each month. Demand for improved personalised healthcare is exponential, yet vast amounts of prescribed medication are wasted every year, meaning there is a huge need for improved patient engagement if we are to meet government deadlines for effective self use of medicines by 2020.

Talking Medicines Limited commissioned Taylor McKenzie to report on adherence to prescribed medication in 2015. Our study of over 400 patients revealed that 59% did not read the entire Patient Information Leaflet (PIL). Age was a key factor - the older a patient, the more likely they are to read it, which may be related to perceived available time. Interestingly, the main reason given for not reading the patient information leaflet was in fact its length; yet more than 50% of people will use other sources to find out more about their medicines. Fears about potential side-effects and lack of information about medicines and the absence of symptoms in the middle of a course of medication are the predominant reasons for poor adherence.



“  
The days of patients  
being passive recipients  
of care are over.”

MIKE MILLARD, MANAGING EDITOR  
AT HEALTHCARE IT NEWS.

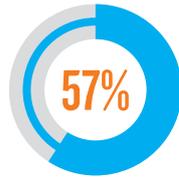
**The NHS funding gap is forecasted to reach £30 billion by 2020** of which chronic conditions are expected to cost in excess of £5 billion per year. Digital health innovations have the ability to improve outcomes, minimise avoidable service use and focus on improving self-management of health. It allows

patients to feel in control of their health in a proactive way; and by enabling, empowering and engaging patients, we can combat global waste of medications.

**TALKING MEDICINES BELIEVE DIGITAL TECHNOLOGIES TO BE AT THE HEART OF THE SOLUTION.**



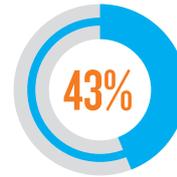
**BURNING GLOBAL ISSUE OF SPIRALING HEALTHCARE COSTS AND INCREASING DEMAND ON HEALTH RESOURCES FROM AGING POPULATIONS AND LONG TERM CHRONIC DISEASES**



**'NON-ADHERENCE CONTRIBUTES APPROXIMATELY 57% OF \$500 BILLION TOTAL AVOIDABLE COSTS ATTRIBUTED TO SUBOPTIMAL MEDICINE USE GLOBALLY EACH YEAR.'**<sup>2\*</sup>



**THERE IS A DIRECT CORRELATION BETWEEN WHETHER THE PATIENT INFORMATION LEAFLET WAS READ BY THE PATIENT AND ADHERENCE**



**UP TO 43% OF NON-ADHERENCE IS DUE TO SIMPLY FORGETTING TO TAKE IT**



**UP TO 30% OF AVOIDABLE MEDICINES RELATED ADMISSIONS RESULT FROM PATIENTS NOT USING THEIR MEDICINES AS RECOMMENDED**

**ENGAGING** patients with user friendly and interesting information about their medicines and health condition is imperative to reducing avoidable costs of non-adherence. Improving patients understanding of the necessity to take medications properly, and the avoidable consequences of failure to comply, leads to better understanding and voluntary adherence.

**ENABLING** patients with the tools to easily access information about their medicines or simply asking a health care practitioner a question at the touch of a button makes for more active and correct use of medicines. 2 in 5 adults admit they have missed at least one round of medication, the main cause being forgetfulness. A simple, but relevant and timely reminder system can go a long way to address this.

**EMPOWERING** patients with health innovations such as personalised smartphone applications and wearables, allowing them to literally take their health into their own hands. Sharing aggregate data with other patients and healthcare professionals empowers entire populations, improving forecasting and prediction of emerging health needs. By improving outcomes and reducing costs, digital strategies create the opportunity for transformational change, allowing patients to receive personalised up to the minute care, anywhere in the connected world.



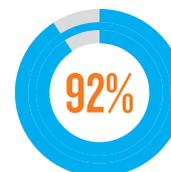
**62% of 18-24 year olds believe getting reminders by text or phone would help them adhere to prescribed medication.**

OMNICELL UK

Health technology has an enormous potential to improve and substantially alter many aspects of health and social care provisions for the better. It all starts by allowing patients a more personalised and effective medical care and providing them with the tools to be in control of their own health. Only through focusing on the patient can this unnecessary and incredibly costly problem of non-adherence to medicines be resolved.



**63% of people do not read the full patient information leaflet.**



**92% are unlikely to read any other leaflet.**

**Talking Medicines** is an exciting digital health company based in Scotland with a focus on bringing post prescription medical packaging to life via mobile applications that blend technology for image recognition, artificial intelligence and 360 degree video play, all to directly engage with end patients.

**We aim to empower patients to take their health into their own hands and improve poor adherence to medicines.**

**TALK TO US!**

**Talking Medicines Limited** 202 Bath Street,  
G2 4HW, Glasgow T: +44 (0) 141 628 83 81  
E: Ifigenia@talkingmedicines.com @TMedicines

