



PATIENT MEDICATION ADHERENCE

Understanding your specific adherence needs and developing targeted solutions with evolving technologies.

There are many factors and reasons for why patients stop taking medications, including patient forgetfulness, the associated negative side effects, the cost to fill prescriptions, and the lack of perceived improvement or benefit from the medication itself, to name a few. Despite a myriad of products designed and sold on the market today, there has been very little impact on patient medication adherence rates.



Almost half of all Americans, or 133 million people, live with a chronic condition. People with chronic conditions account for 83% of healthcare spending and those with five or more chronic conditions have an average of 15 physician visits and fill over 50 prescriptions in a year. 60-90% of patients on medication for chronic conditions stop taking their medications within the first year.

Emerging Trends & Challenges

Some major factors are shaping the patient and medication world and, at the same time, fueling its growth. We are seeing a new and shifting role of providers and pharmacists with more targeted interventions and education. In addition, new technology like mHealth, Telehealth, and connected devices/applications are becoming more prevalent, as well as an aging and ever more comorbid chronic patient is driving new healthcare policy and emerging personal therapeutic care. The need for new targeted interventions has been fueled by a growing and aging population, expanding healthcare expenditure, increasing prevalence of chronic diseases, new policies and advances in technology to support adherence.

Current solutions ask patients to adopt new and often conflicting behaviors to achieve the adherence benefit of the system. This results in significantly reduced adherence rates and results. Equally, they often do not consider the care model and sensitive workflow to deliver this value to patients. Targeting specific patient populations and demographics is critical to developing personalized interventions and approaches. This is also critical to developing a business level ROI, which is often missed and underdeveloped.

The majority of solutions today have proven to be largely ineffective at driving adherence rates.

We understand why.

Increased adherence rates will directly hit top line revenue numbers, meaning more prescriptions filled by pharmacies, new devices prescribed by providers, and less deductions made by payors. The indirect benefit is equally significant by reducing readmissions and other side effects of primary and secondary non-adherence. The industry will be saving significant amounts of money. Heightened rates of adherence will also, dramatically in some cases, improve the quality of patient lives, and even save some.



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How Radius Can Help

Patient medication adherence solutions are a complex matrix of behavior change and economics. Small details in any aspect of the ecosystem can unravel a solution. By building on our foundation of experience and understanding, Radius has the capability to pinpoint likely challenges and develop tailored solutions to address them.

- Radius is a global innovation and product development firm with over 20 years of success designing thousands of products for hundreds of clients, large and small.
- With deep, integrated manufacturing experience and capabilities, our scalable resources support the needs of all clients from startups to global Fortune 100 companies.
- Our model is purposefully designed to bridge and accelerate the right ideas to market while reducing go-to-market risk and maximizing return on investment.
- We hold powerful human factors, healthcare design, and development legacy, bringing products to market in regulatory environments successfully many times over.
- With Low Volume Build & Manufacturing expertise, Radius offers a full spectrum of prototype to production, distribution, fulfillment, service, and repair services under one roof to augment go-to-market expertise and delivery capabilities.



Past Patient Medication Adherence Projects

- Radius supported a Fortune 500 pharmacy company with a breakthrough prescription system targeted at ensuring that patients know how and when to take their medication through the design of a universal medication system pharmacy label, a multi-dose packaging system, and a customized prescription schedule.
- Radius worked closely with a pharmacy automation firm to diversify their product offering into the business-to-consumer market by developing a real-time digital home multi-dose packaging system. By combining packaging with a real time feedback user interface, our team delivered a device specifically targeted to therapeutically complex patients to drive adherence at home.
- Radius worked with a well-funded startup to deliver a connected home adherence delivery system with remote health monitoring and integrated patient network capabilities. Our team built the hardware including an embedded user interface application with remote connectivity in under 6 months to secure investments.

About Radius Innovation & Development

Radius is a global innovation and product development consultancy firm. It is integrated into one of the largest, most technologically advanced manufacturing solution providers—Jabil.

Jabil (NYSE:JBL) works with the world's biggest and best-known brands and technology startups, providing comprehensive design, manufacturing, supply chain, and product management services. Operating from over 100 facilities in 29 countries, Jabil delivers innovative, integrated, and tailored solutions to customers across a broad range of industries. For more information, visit Jabil.com.



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