

2009 Medication Adherence Report Reveals Need for Patient-Specific Interventions

The 2009 Medication Adherence Study commissioned by Boehringer Ingelheim Pharmaceuticals, Inc. (BIPI), finds that medication non-adherence and non-compliance transcends demographics and a majority of known disease states, indicating that non-adherence and non-compliance behavior is feasibly about a patient's attitudes and beliefs relating to taking prescription medication.

"Adherence is critical right now," says Mare Lynn Fitch, Associate Director of Pharmacy Development, Trade Relations, BIPI. In fact, according to the National Council on Patient Information and Education, the effects of medication non-adherence are far-reaching, with financial implications for the pharmaceutical and medical industries and potentially deadly consequences for some patients.

"We commissioned the study to gain a better understanding behind the reasons why an individual patient may not be adherent or compliant, and then identify patient-specific intervention strategies tailored to those reasons," says Ms. Fitch.

The 2009 Medication Adherence Study was conducted online between February 26 and March 1, 2009 and is based on 1,015 completed interviews. Because adherence and compliance issues are greater among adults with chronic illnesses, and because the incidence of chronic illness increases with age, the survey sample consists of individuals aged 45 and older who were taking medications for one or more chronic conditions.

Ms. Fitch explained that a strategy is being developed to implement a pilot program in targeted markets that will assess a tool to assist pharmacists in administering patient-specific interventions to increase medication adherence and compliance. Additional research and evaluation of this pilot will help further develop an effective tool.

A full report of the survey results are found in the Boehringer Ingelheim Pharmacy Satisfaction™ 2009 Medication Adherence Report, which will be released in late summer.

About Boehringer Ingelheim Pharmaceuticals, Inc.

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