

Boehringer Ingelheim Explores the Mysteries of Non-compliance
Adherence Survey Addresses Underlying Beliefs about Medication Compliance

E-reminders. Pill boxes. Pharmacist counseling. "I forgot." "It's too expensive." "I'm not sick." The methods used to combat non-compliance are as varied as the reasons behind it. How do we know what will work? How can we be sure patients are telling us the real reasons why they're not taking their medication? These are among the questions Boehringer Ingelheim Pharmaceuticals, Inc. seeks to answer with its 2009 Medication Adherence Study.

The study was conducted online by Saperstein Associates, a Columbus, Ohio-based public opinion research firm. In addition to questions related to demographics, health and prescription medications, the 2009 Medication Adherence Study included a series of randomized "belief statements" with which participants were asked to agree or disagree. The statements, corresponding to negative and positive beliefs related to medication compliance and non-compliance, fell into several categories:

- Effects of medication
- Cost of medication
- Trust or competence of health professionals
- Communication with health professionals
- Efficacy of medication
- Confusion surrounding how and when to take medication
- Compliant beliefs
- Ego/self-worth
- Impact of medication on lifestyle

With the completed cross-tabulation and factor analysis data, Boehringer Ingelheim hopes to develop the quantitative foundations for a tool to assist pharmacists in administering patient-specific interventions aimed at increasing medication compliance. Ideally, the tool would be used when a prescription is first filled, as well as when pharmacists believe compliance is low or waning.

The 2009 Medication Adherence Study was conducted in support of Boehringer Ingelheim's Pharmacy Satisfaction™ program, the main goal of which is to improve patient care.

About Boehringer Ingelheim Pharmaceuticals, Inc.

Boehringer Ingelheim Pharmaceuticals, Inc., based in Ridgefield, CT, is the largest U.S. subsidiary of Boehringer Ingelheim Corporation (Ridgefield, CT) and a member of the Boehringer Ingelheim group of companies.

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 135 affiliates in 47 countries and approximately 39,800 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel products of high therapeutic value for human and veterinary medicine.

For more information, please visit www.pharmacysatisfaction.com or <http://us.boehringer-ingelheim.com>.

