

# Prompting & Monitoring Patient Compliance using SMS



Presented by





# IMPORTANCE OF COMPLIANCE

- The World Health Organisation estimates that roughly 50% of patients in developed countries fail to comply with their drug treatment.<sup>1</sup>
- Global initiative for Asthma suggests that improving patient compliance could save 45% of total medical costs associated with the condition.
- The Garling Report pointed to medicine misadventures being the cause of about 140,000 hospital admissions a year, with an annual cost to the public in the order of \$380 million

<sup>1</sup>Sabate E et WHO staff and advisors  
Adherence to long term therapies: Policies for Action  
WHO Meeting Report 4-5 June 2001  
Document WHO/MNC CCH/01.02

# NON COMPLIANCE CAUSES



- Forgetfulness
- Busy Lifestyles
- Lack of monitoring
- Lack of knowledge of medications
- Confusion with medications



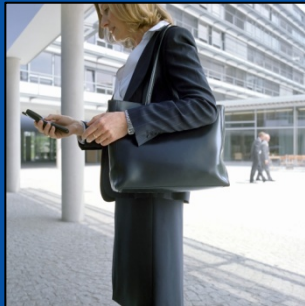
# REMINDER SOLUTIONS



- Medication Compliance Pack eg. Webster-pak
- Notes in prominent places
- Calendar style reminder
- Support from a carer or family member
- Direct supervision
- Technology based solutions eg. SMS text messages

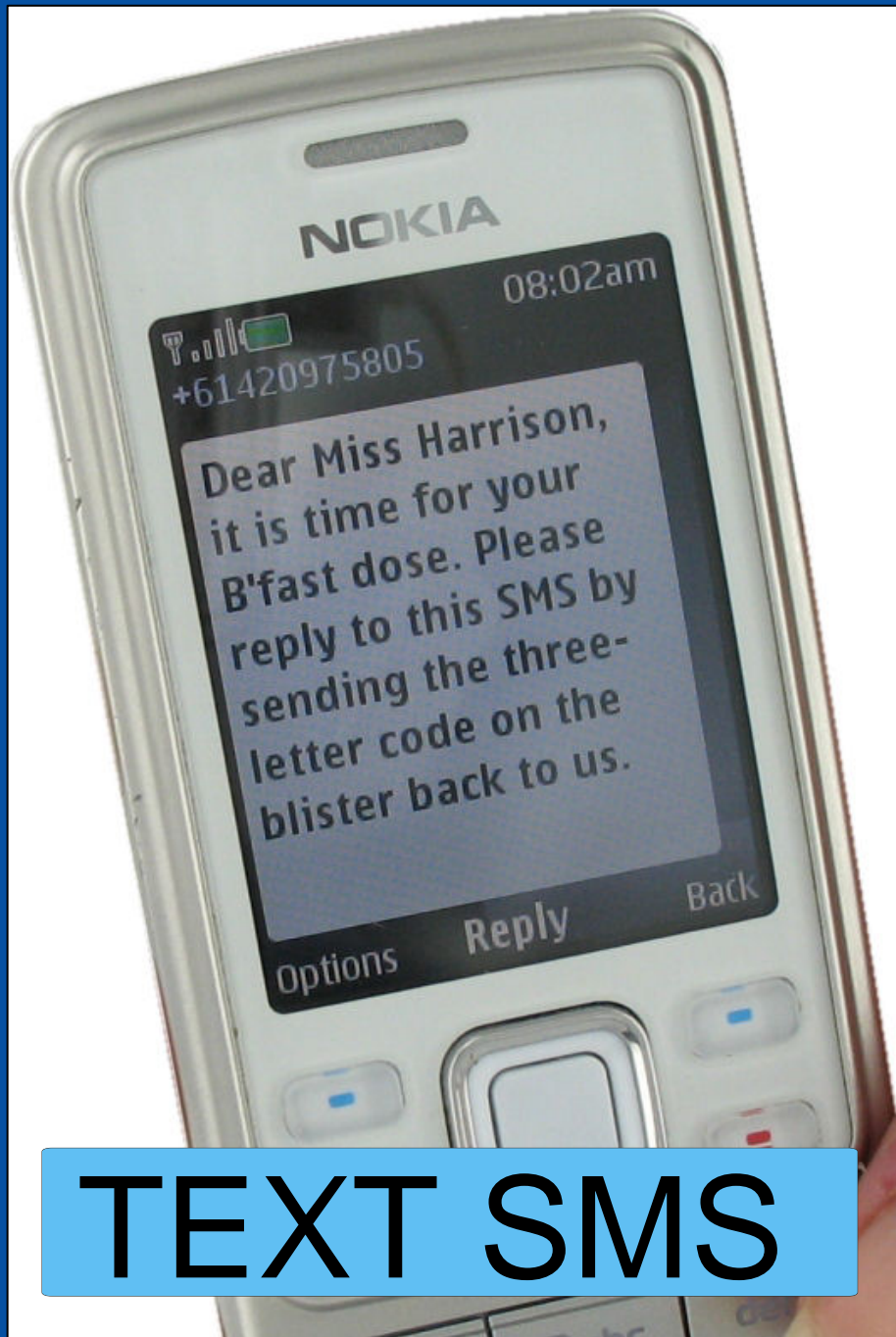


# SMS REMINDERS

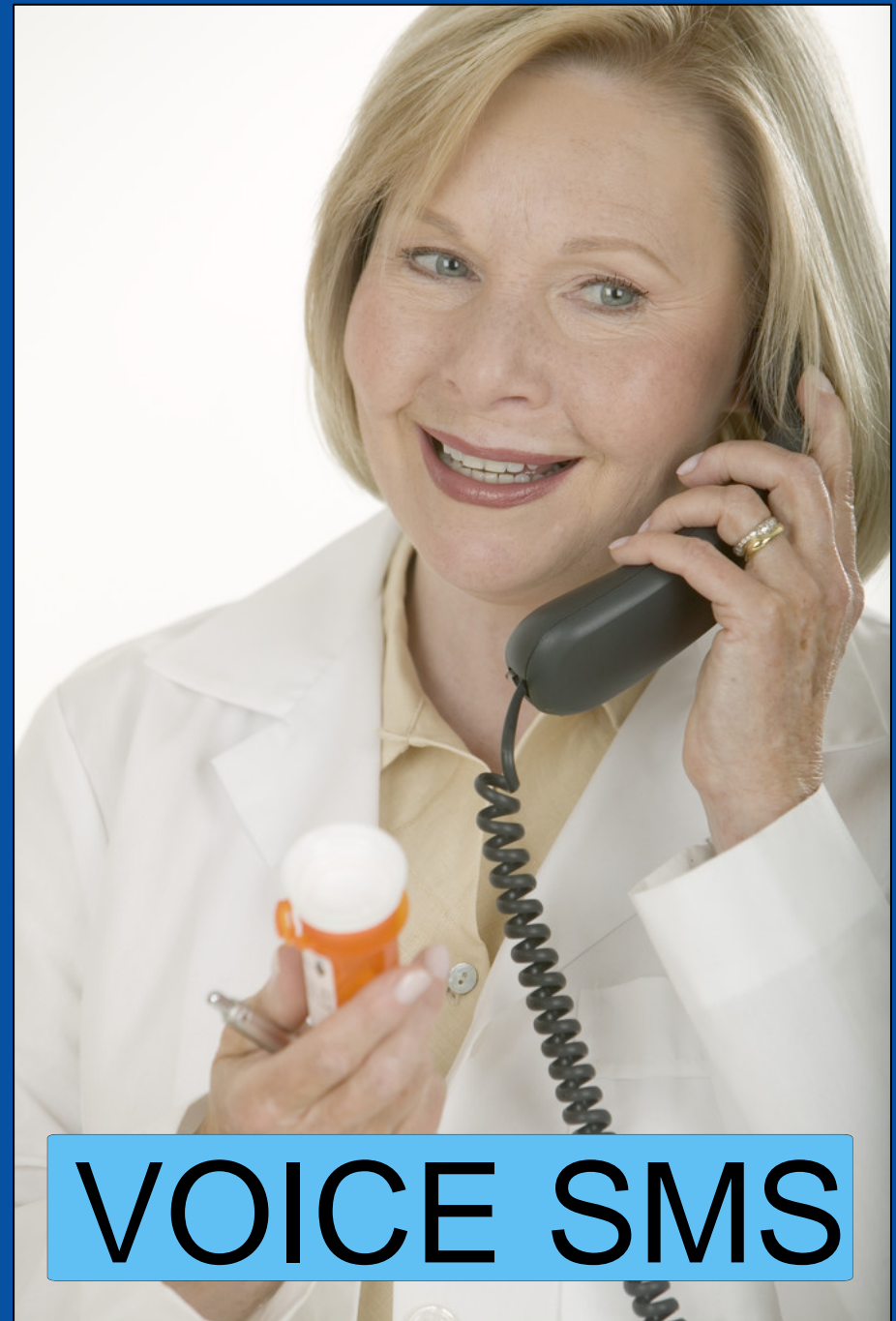


*Solution for medication reminders and compliance*





**TEXT SMS**



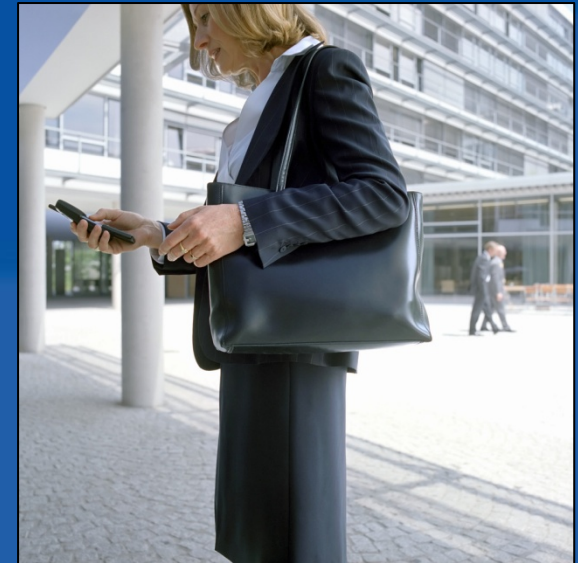
**VOICE SMS**

# SMS REMINDERS



*“Dear Miss Harrison, It is time for your B’fast dose. Please reply to this SMS with YES...”*

- Text message or voice SMS alerts for each dose
- Encourage patients to take their medications at the correct time
- Carers notified if patient misses a dose so assistance can be provided



# WHO IS IT FOR



- Any person taking medication
- Short term doses or antibiotic medication
- School children
- Mental health patients
- Elderly patients living at home
- Oncology patients requiring pre-medications





# THE WAY IT WORKS



## 3 COMPONENTS

SMS Reminder

Reminder to take medication



Reply from patient

Monitoring compliance



Carer notification

Assist patient if no response



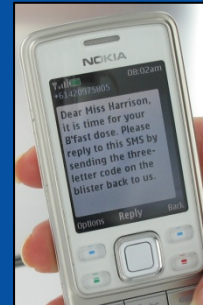
# RECAP



Webster-pak  
or dispensed  
medication  
is given to  
patient



Dosage  
time is  
reached



SMS is  
sent to  
patient



Patient takes  
medication &  
responds to  
SMS





# SMS PROCESS



- Total flexibility to suit each individual patient
- Automatically generated from the pharmacy
- 3 components:
  1. SMS Reminder
  2. Reply from patient
  3. Carer Notification



# BENEFITS



- Ensure medication is taken at the correct time
- Carers, family or case managers informed of no response so that assistance can be provided
- Prevents unnecessary hospital admissions resulting from poor medication compliance
- Improving health outcomes

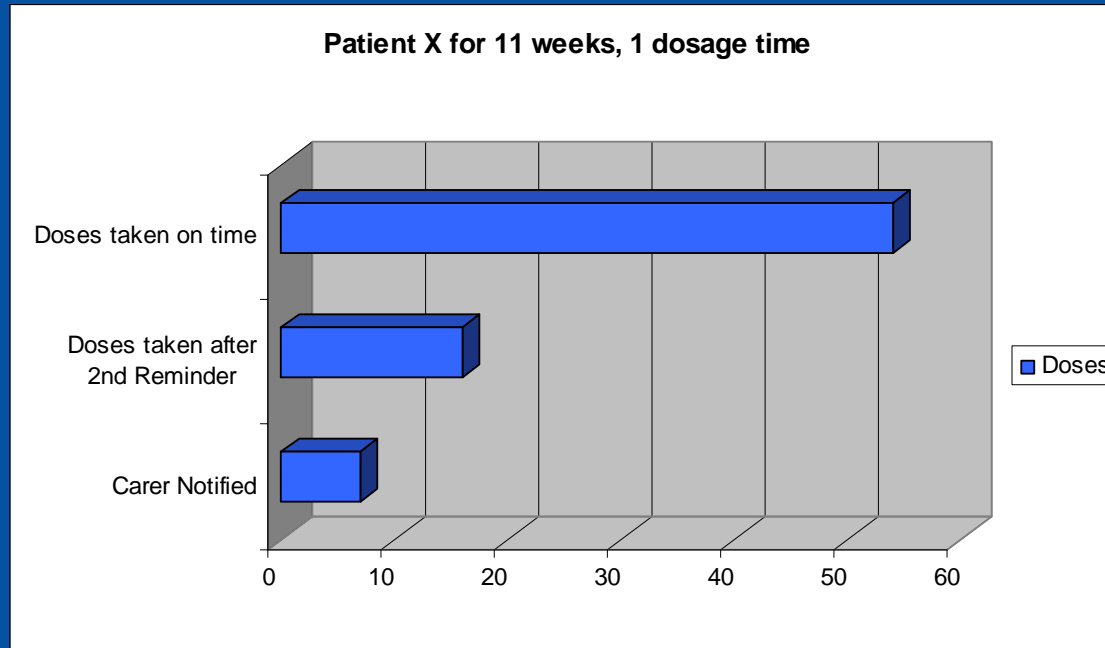


# ADVANTAGES



- Accessibility via mobile or landline phone
- No stigma with using a mobile phone, unlike other reminder devices
- Non-invasive communication
- Cost effective, simple communication method
- Automated from the pharmacy

# CASE STUDY



- 11 weeks with SMS reminder
- 71% doses taken on time
- 20% required 2nd reminder
- 9% carer notified

100% doses accounted for and taken



# RECENT DATA



Source: Access Economics: June 2009

Every heart attack this year will cost Australia an average of **\$281,000** and each chest pain event an average of **\$74,000**, including the value of healthy life lost.

While health care system costs of Acute Coronary Syndrome (ACS), such as hospital bills and medication, are estimated to be approximately **\$1.8 billion**, it is the indirect losses to the economy through disability, death, informal care and lost productivity that will account for the remaining **\$16.1 billion**.

**“Ongoing compliance with medicines and life style changes will help prevent a second event.”**



# NOW YOU'RE THINKING...



## Remote coverage is a problem....

- Most people have a mobile phone to suit the area where they live or work
- Voice SMS messages can be received by a landline or mobile phone

# NOW YOU'RE THINKING...



## Not all people have a mobile phone....

- Voice SMS messaging allows the message to be sent to a landline phone
- Meeting the needs of the ageing population not only the aged, and also the younger generation
- 88% of the population have a mobile phone

# NOW YOU'RE THINKING...



## Some people don't keep their phone with them...

- A lot of people now keep their phone close to be contactable in an emergency
- Maybe currently no need to have a phone accessible all the time – they need a reason



# NOW YOU'RE THINKING...



## Not everyone knows how to send an SMS...

- Voice SMS does not involve the use of SMS to reply
- Simplified phones are now being released into the market
- Simplified the process by using only the first letter of each number key on the mobile phone



# NOW YOU'RE THINKING...



## I'm too young to need assistance with my medication...

- Everyone forgets, we live busy lifestyles so at some point you will forget something
- Non-invasive way of communicating
- May need to assist someone else with medication, a parent, a child etc.

# CONCLUSION



- SMS reaches intended recipient promptly
- Carers informed of no response so that assistance can be provided
- Improves medication compliance
- Improves health outcomes
- Discreet & convenient



# FURTHER INFORMATION



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