



GREENBERG QUINLAN ROSNER RESEARCH

Medication Adherence

A survey of adults nationwide

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Methodology and Scope of Work

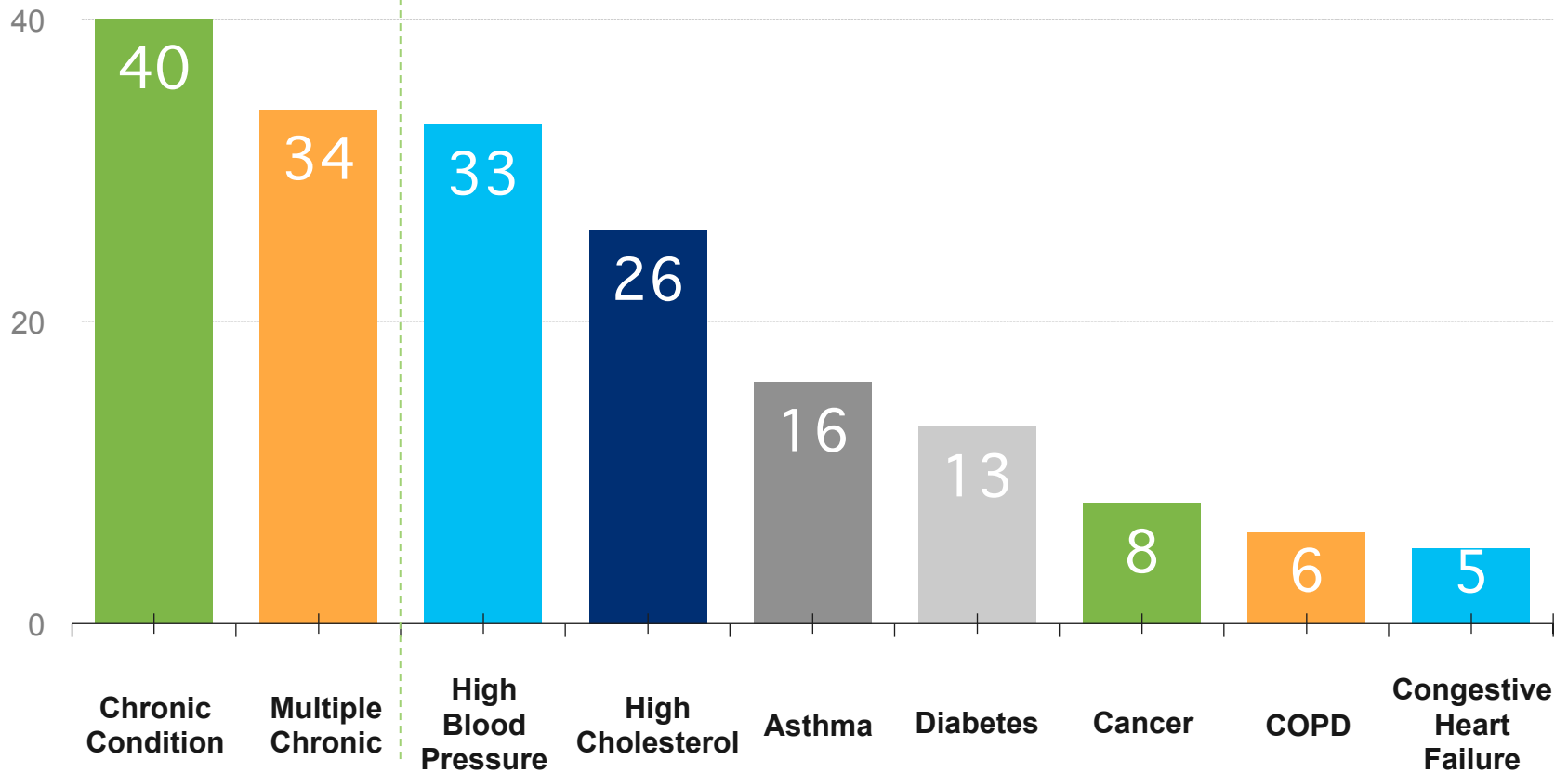
- On behalf of the Council for Affordable Health Coverage, Greenberg Quinlan Rosner Research and Public Opinion Strategies conducted a survey among 800 adults nationwide conducted April 3-9, 2013.
- Interviews were conducted by live telephone interviewers who reached 33 percent of all respondents on a cell phone. Upon completion of all interviewing, the results were weighted to reflect the total population of adults, balancing on regional and demographic characteristics according to known census estimates.
- The data are subject to a margin of error of +/- 3.5 percentage points at the 95 percent confidence level.

Key Findings

- Americans with chronic conditions face challenges in adhering to prescription medication regimens; many are dealing with multiple chronic conditions and need to manage several different prescriptions to treat them.
- Nearly two-thirds of Americans taking medications are less adherent to their medication regimen than is needed.
- Lack of adherence to prescription medications has a real impact on health and quality of life; those who are less adherent on medications are less healthy than those who are most adherent.

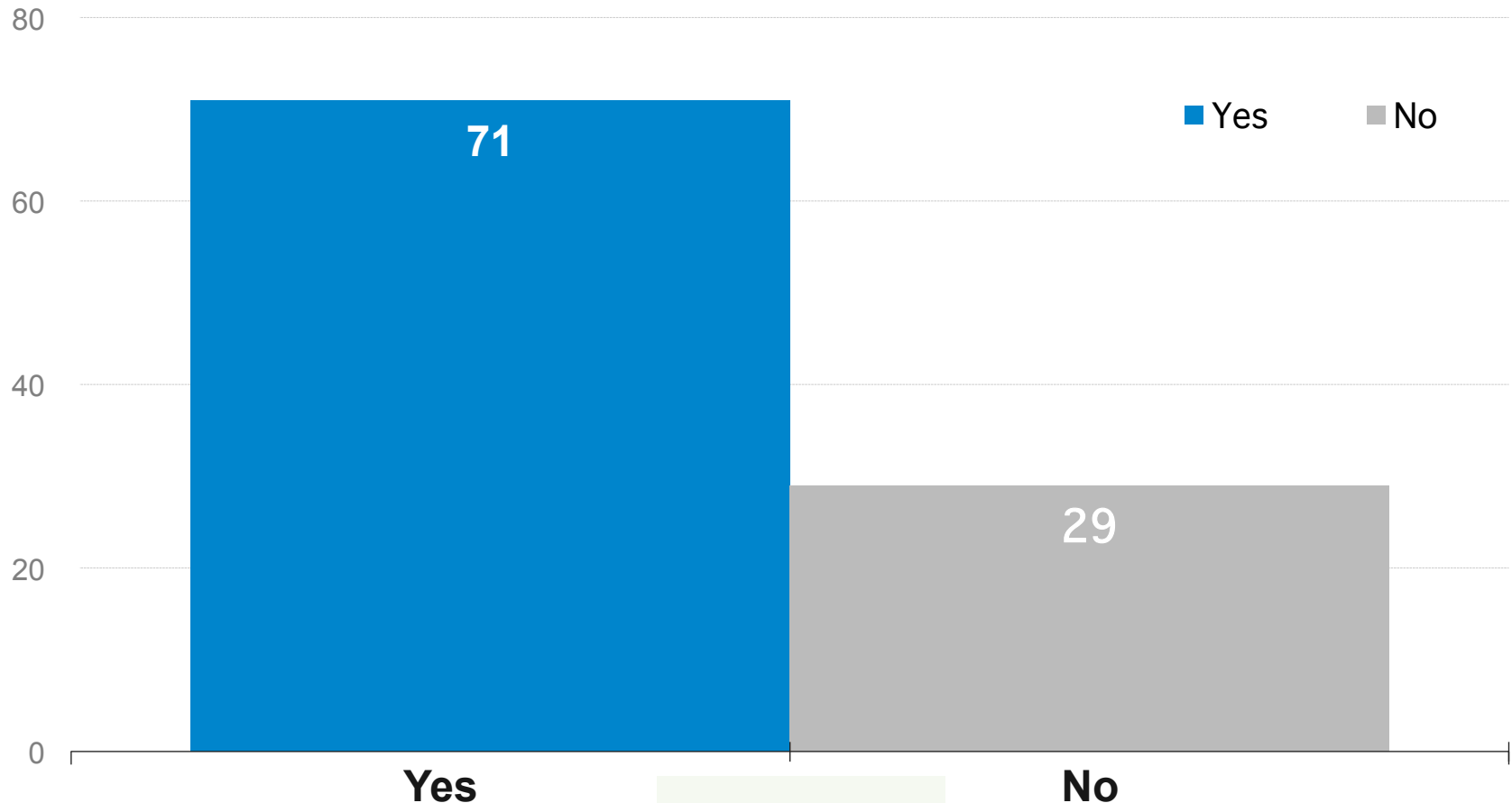
Chronic Conditions are Prevalent among American Adults

I am going to name some of the long-term health problems or chronic conditions I just mentioned. For each one I read, please tell me if a doctor has ever told you that you have this condition. Please answer "Yes" or "No" for each one.



Nearly Three-Quarters of Those with Chronic Conditions Say They Have Been Prescribed Medications

Are you currently taking or has your doctor prescribed for you medicine to treat or manage a chronic health condition like the ones I just mentioned, including asthma or COPD, diabetes, high blood pressure, high cholesterol, congestive heart failure, cancer, or any other chronic health condition?



Chronic Patients, Older, Lower Income Americans Face Challenge of Multiple Medications

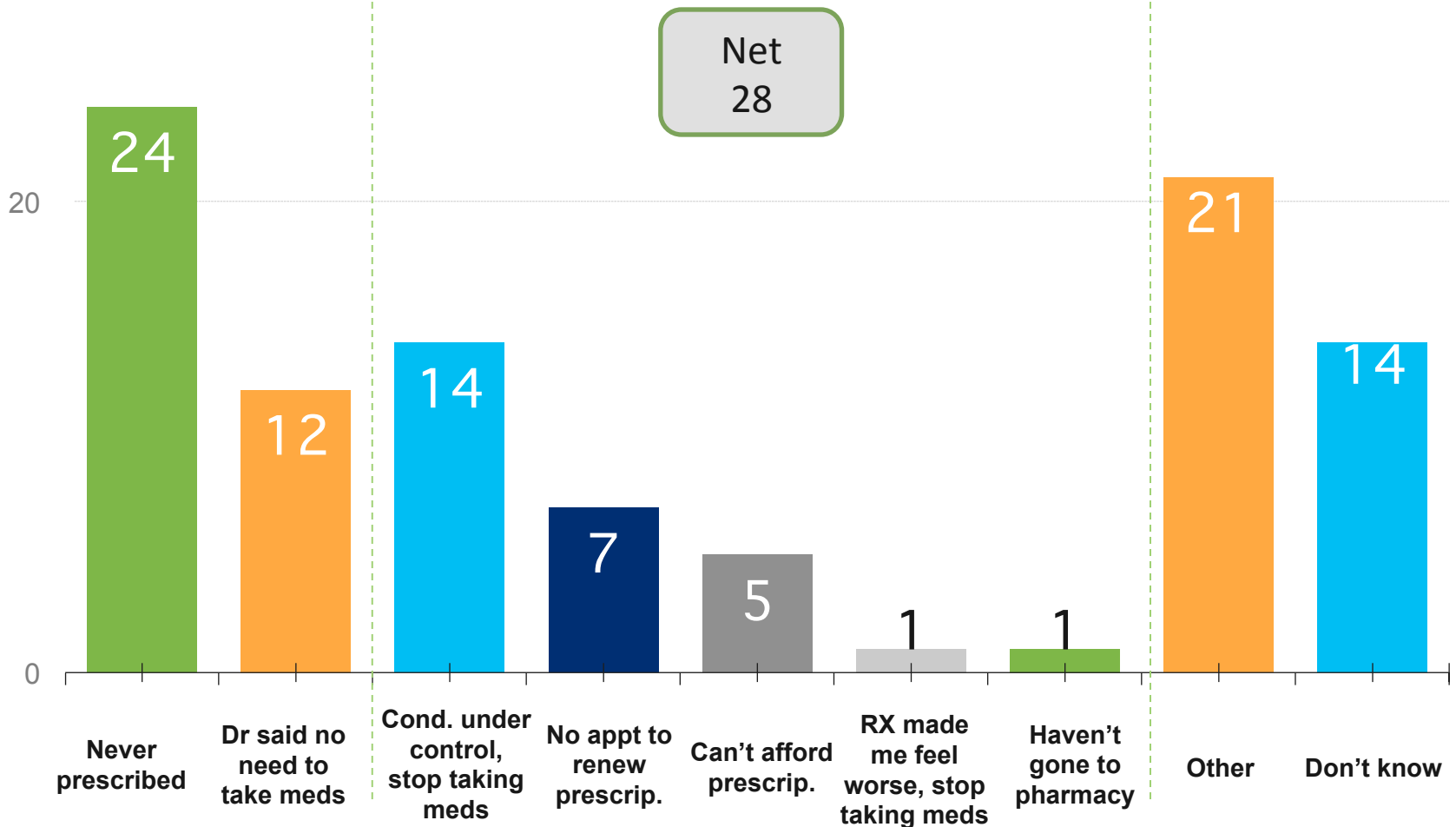
In the past 30 days, how many different medications that were prescribed by a doctor (other than birth control) have you taken or are supposed to be taking?

	Mean number of medications
Total	2.2
Chronic	4.5
Not Chronic	0.6
Under 50	0.9
Over 50	3.8
Diabetes	6.1
High blood pressure	4.9
High cholesterol	4.6
Cancer	4.2
Asthma	2.9
Less than 30k	2.8
30-50k	2.3
50-75k	1.6
75k or more	1.9

Adherence Levels

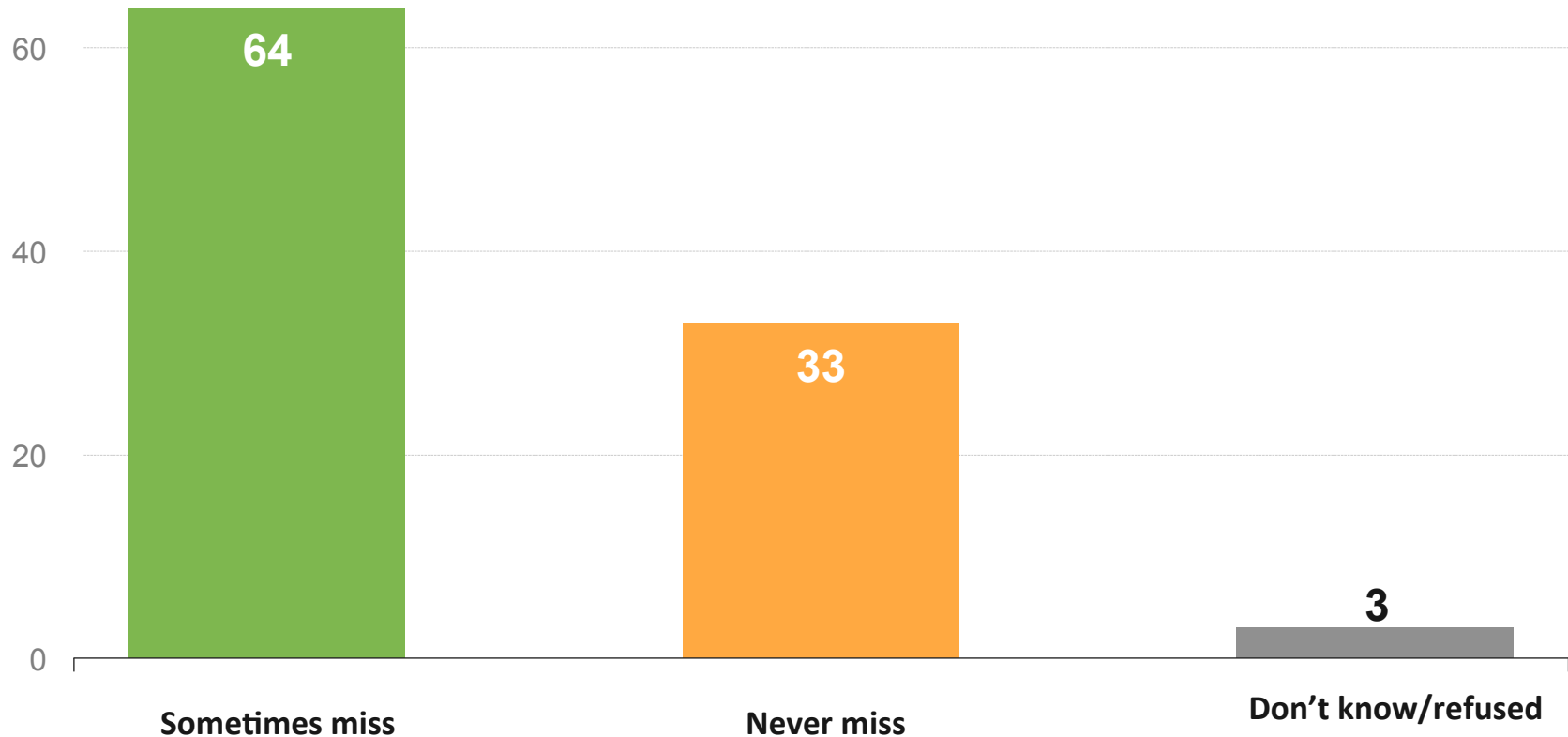
More than 1-in-4 Americans with Chronic Conditions Opt Out of Adhering to Medications without Consulting a Health Care Professional

*This question was asked of those who answered “no” when asked if they were currently taking medicine or were prescribed a medication for their chronic health condition



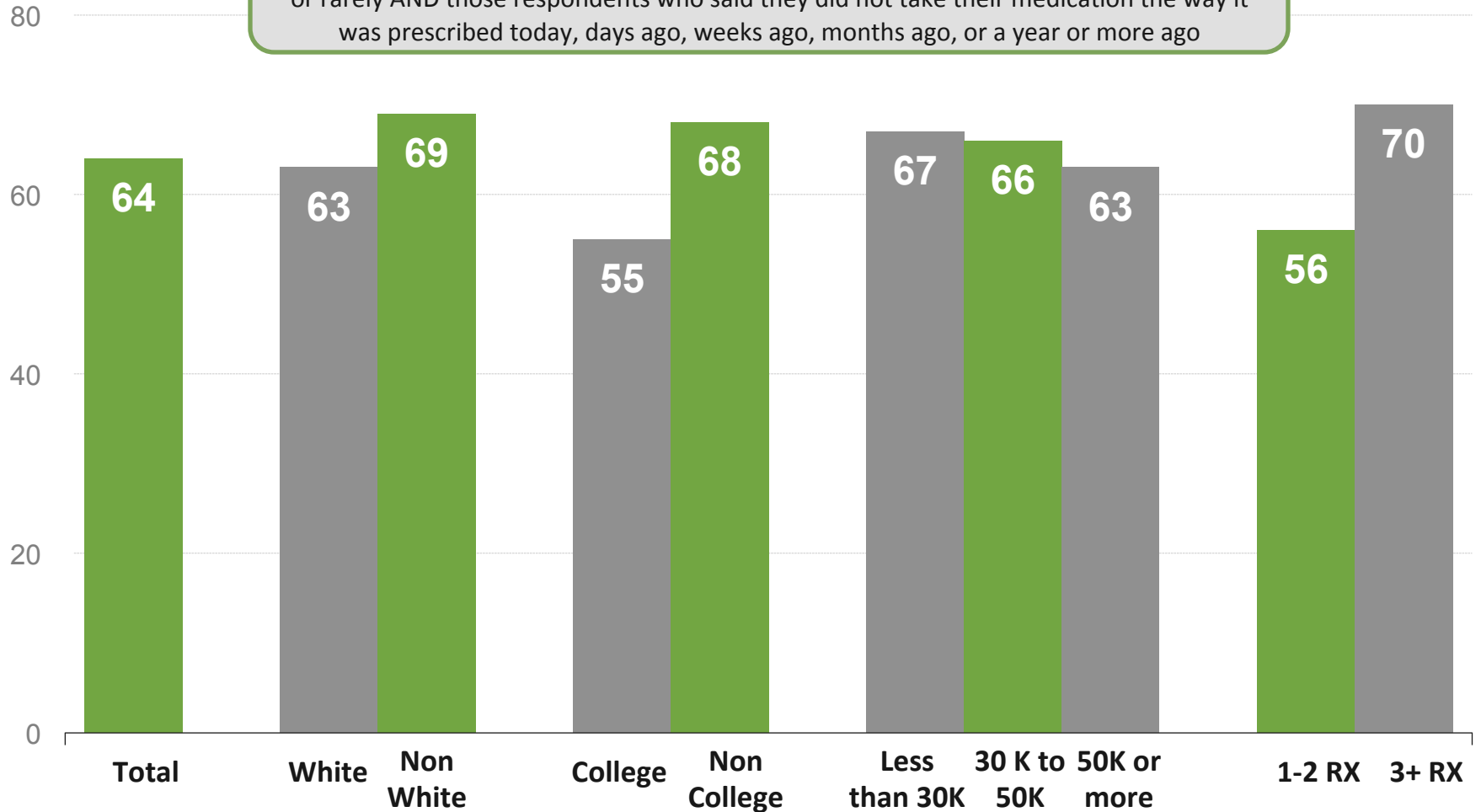
Nearly Two Thirds of Americans who Take Medications Do Not Take Them Properly as Prescribed

* Sometimes miss is defined as those respondents that say they: they have difficulty remembering to take their medication all of the time, usually, sometimes, once in awhile, or rarely AND those respondents who said they did not take their medication the way it was prescribed today, days ago, weeks ago, months ago, or a year or more ago



Nearly Two-Thirds of Those Taking Medications are Less Adherent to Medication Protocol

* Sometimes miss is defined as those respondents that say they: they have difficulty remembering to take their medication all of the time, usually, sometimes, once in awhile, or rarely AND those respondents who said they did not take their medication the way it was prescribed today, days ago, weeks ago, months ago, or a year or more ago



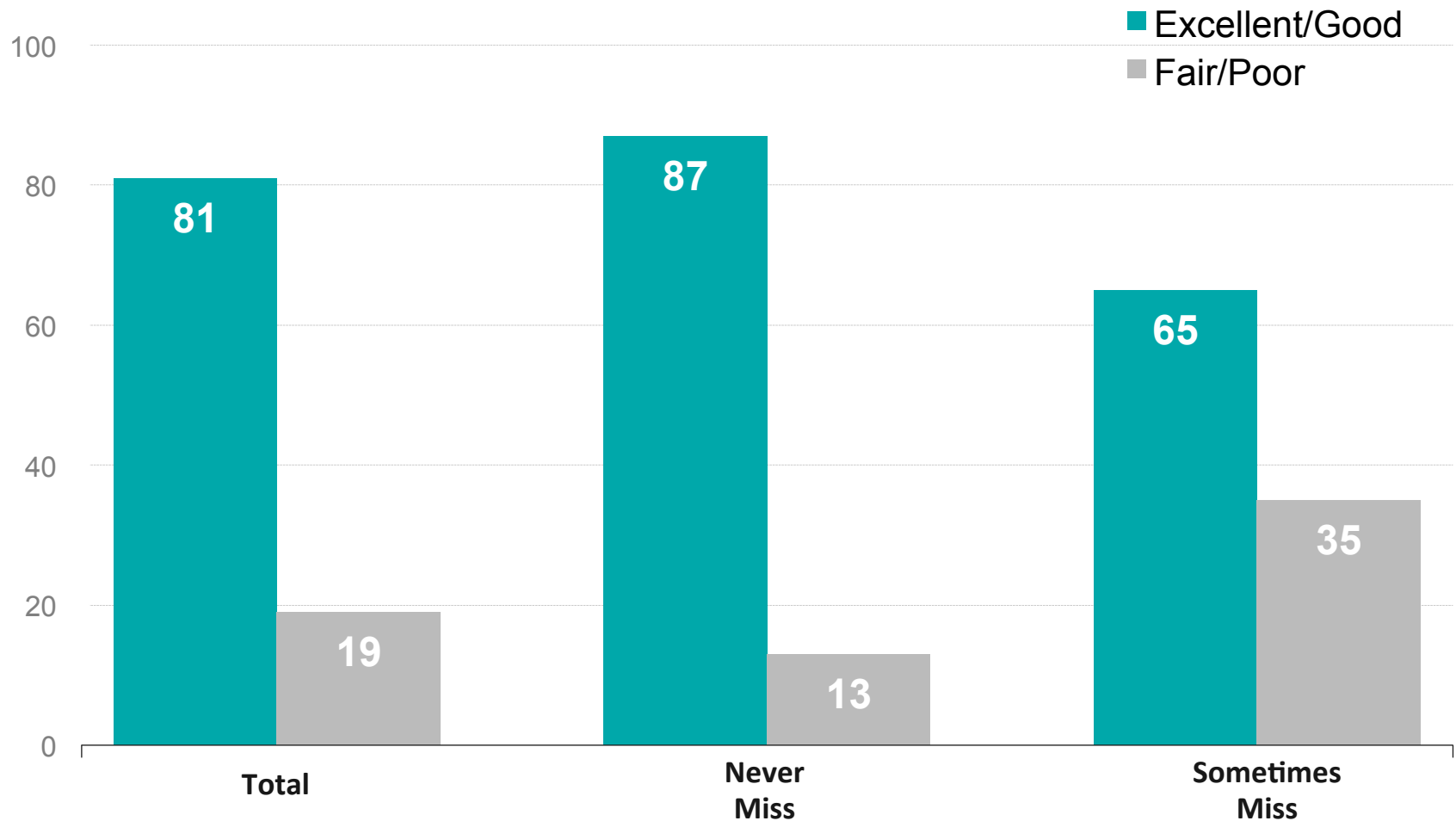
Forgetfulness and Inability to Take Medication Reported as Most Common Reasons for Not Adhering to Prescription Regimen

	% Answering "Yes"
One day in the last month didn't or couldn't take meds	34
Forget to take meds as prescribed	23
Unable to take meds because forget to take them with me when I leave the house or travel	19
Inconvenient or difficult to take meds as prescribe	17
Cut back or stopped taking meds without telling doctor because I felt worse or experienced worse side effects	14
When I think my chronic condition is under control, stop taking meds	11
Get confused about when I need to do to take meds exactly as prescribed	6

18% of respondents say yes to 3 or more of these options.

Those Who Don't Take Medications Properly are Less Healthy

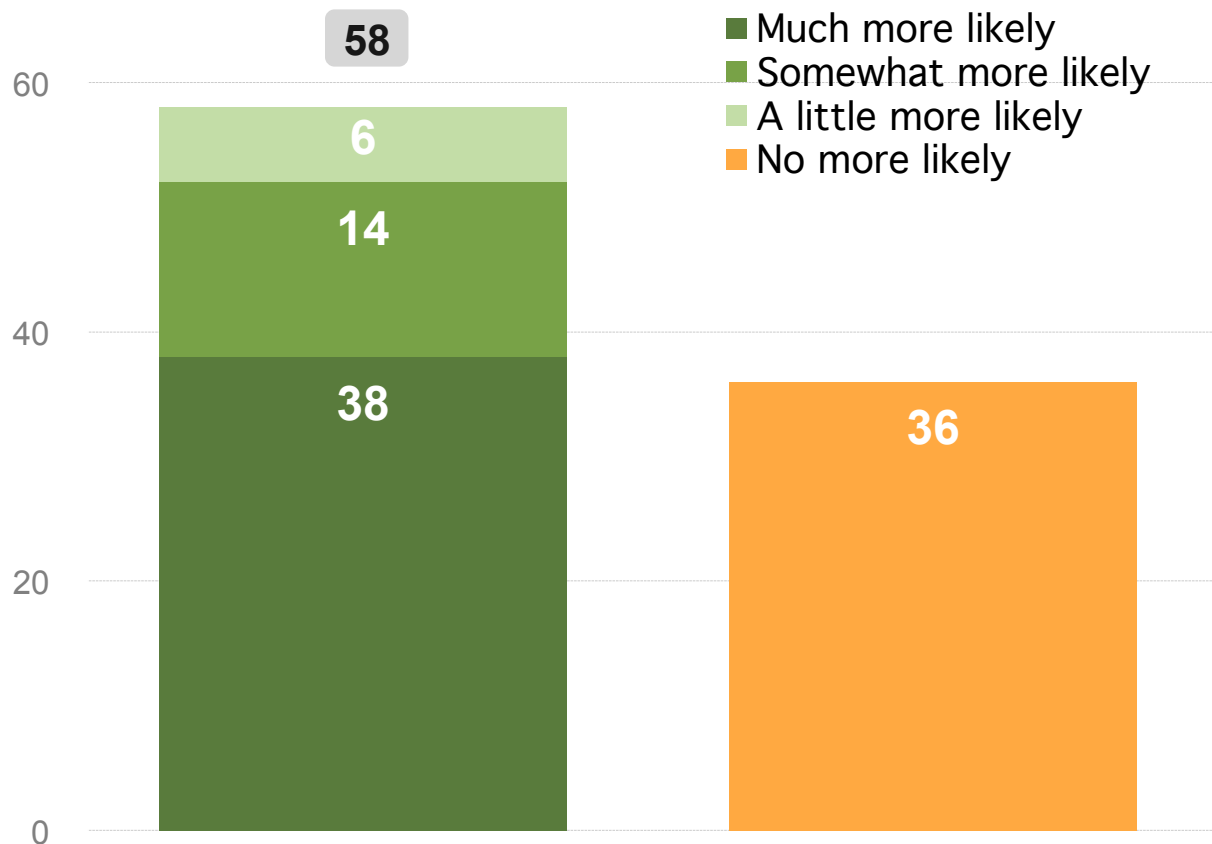
To start, would you say in general your health is: excellent, good, only fair, or poor?



Strategies For Improving Adherence

Most Americans Taking Medications Say More Information on Consequences of Not Taking Medicine as Prescribed Makes Them More Likely To Adhere

(CHRONIC PATIENT OR TAKE PRESCRIPTION MEDICATIONS OR ONE OR MORE IN NUMDRUGS) If your doctor, pharmacist, or other health care professional provided more information about the medicines that are prescribed to you and the consequences of not taking all of your medicine as prescribed, would you be much more likely, somewhat more likely, a little more likely, or no more likely to take all of your medicine as prescribed?



Groups Disproportionately "More likely" to adhere

- Less adherent
- Diabetes patients
- Asthma patients
- Non-college
- Non-white

Better One on One Communication about Medications, Coordination of Care, and Access to Tools Seen as Effective Ways to Increase Adherence to Prescriptions.

Now, I am going read you some things that could be done to make sure people with chronic conditions take their medicine as prescribed. For each, please tell me whether you think it would be very effective, somewhat effective, not too effective, or not at all effective in helping people with chronic conditions take their medicine as prescribed.

	Very Effective	Total Effective
Provide clear and easy to understand information about prescription medication and how to take it properly.	64	92
Create better information technology to give all of a patient's doctors and health care providers an accurate, up-to-date list of all of the medications filled by that patient.	58	89
Encourage increased discussion between patients and doctors specifically about their medications, the risks associated with not taking them as prescribed, and how to address any challenges to their taking medications as prescribed.	56	89
Change how health plans pay for medications to allow pharmacists to sync up a patient's prescriptions so that they can all be filled on the same day each month.	56	87
Provide tools to help patients keep track of taking their medications, like pill boxes, electronic devices, or apps on their phones.	55	86

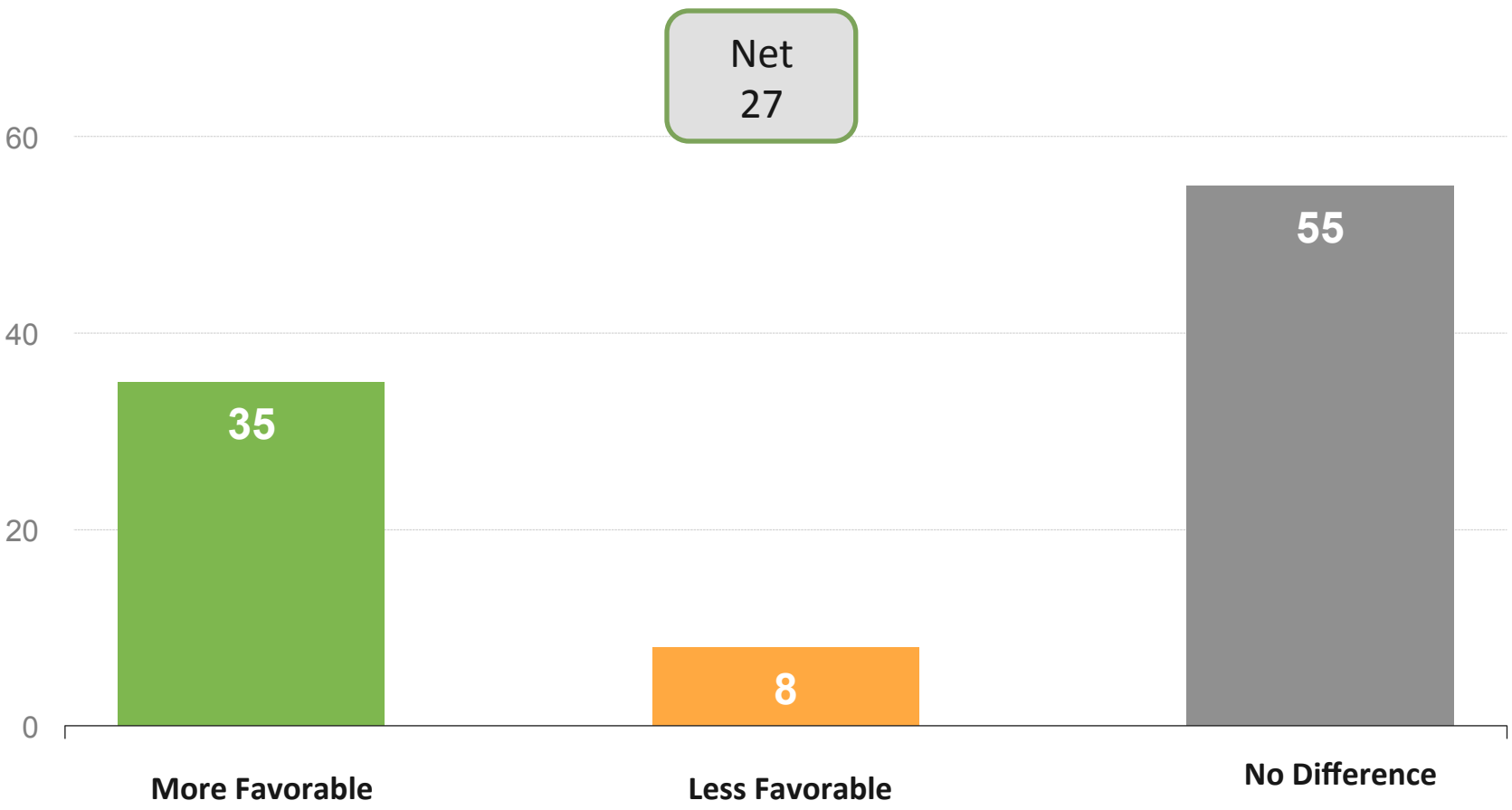
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	Very Effective	Total Effective
Send reminders by e-mail or phone to patients to remind them to take their medicine or refill their prescriptions.	42	77
Encourage health care providers to work on improving patient use of prescription medications by rewarding health care providers that do the best job helping their patients take their medicines as prescribed.	36	71
Pay pharmacists more for spending time to counsel and educate patients about their medications, risks associated with not taking them as prescribed and how to address any challenges to their taking medicine as prescribed.	34	68
Increase government funding for research to find the most effective ways for doctors, nurses, and pharmacists to help patients take their medicines as prescribed.	34	63

Americans Find Their Member of Congress More Favorable Four to One if They Support Proposals that Help People with Chronic Conditions Adhere to Their Medication

If you learned that your Member of Congress was committed to supporting proposals and strategies to help individuals with chronic conditions to take their medicine as prescribed, would this give you a more favorable or less favorable opinion of your Member of Congress, or would it not make much of a difference in your opinion of them one way or the other?



Recommendations

- Increase **one-on-one** communication between patients and health care professionals.
 - Patients follow the advice of their doctors about adherence based on discussions of consequences of not taking medications as prescribed.
 - Americans who take medications say more information about their medications and the consequences of not taking medications as prescribed would make them more likely to adhere.

Recommendations

- Use information technology to coordinate care in ways that help make it easier for Americans with chronic conditions to take medications as prescribed.
 - Changing medical plans to help sync prescriptions so that patients can fill multiple prescriptions at one time.
 - Improve information technology to allows all of a patient's health care partners to see current accurate information on filled prescriptions.
- Make tools like pill boxes, phone apps, and electronic reminders accessible to patients with chronic conditions to help them adhere to their prescriptions.

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