



THE IMPORTANCE OF MEDICAL ADHERENCE

AFTER LEAVING THE OFFICE

- **25%** of new Rx's are never filled¹
- **50-60%** of patients are nonadherent to medications for chronic conditions²
- **Most** patients do not tell their HCP when they are nonadherent to therapy¹

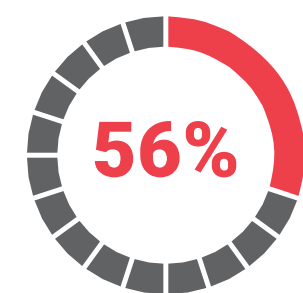
POTENTIAL CONSEQUENCES OF NONADHERENCE

Consequences of nonadherence include:

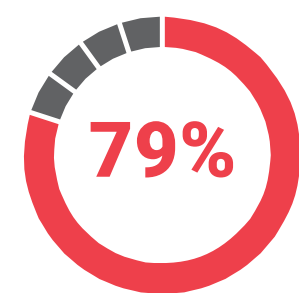
-  **Worsened outcomes**
Due to poor symptom management & higher hospitalization rates^{6,9}
-  **Higher healthcare costs**
Up to \$300 billion annually in avoidable U.S. healthcare costs⁷
-  **Significant Productivity Loss**
Up to \$690 billion lost annually due to health issues⁷

HCPs CAN BE ADHERENCE INFLUENCERS!

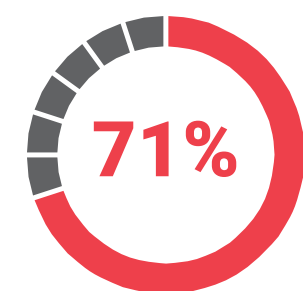
- Healthcare providers significantly influence adherence.
- Surveys show a considerable portion of IBS-C/CIC³ sufferers follow HCP advice and prefer direct information from HCPs.



Follow their HCP's advice without question



Want information directly from their HCP, not only from printed materials



Report that they would take medication daily if directed by their HCP

WHAT IS MEDICATION ADHERENCE?

- **ADHERENCE:** The extent to which patient behaviors correspond with a treatment plan from a healthcare professional⁴

May include lifestyle and dietary changes, exercise, and taking medication as prescribed (medication adherence)
- **NONADHERENCE:** The intentional or unintentional failure to follow direction given by a healthcare professional^{1,5}

BENEFITS OF ADHERENCE



Adherence enhances the potential for improved outcomes and reduces healthcare system costs in the long term.^{1,6,7}

SOME REASONS FOR NONADHERENCE

Intentional & Unintentional¹¹

Nonadherence reasons include both intentional (fear of side effects, cost, etc.) and unintentional factors (lack of understanding, difficulty obtaining refills, etc.).

"THE FOUR E_s" OF ADHERENCE

The Four Es" can improve adherence



EXPLORE

Routinely ask about adherence & try to uncover reasons for medication nonadherence^{1,10,11}



EDUCATE

Develop an alliance by involving the patient in the development of their treatment plan^{1,10,11}



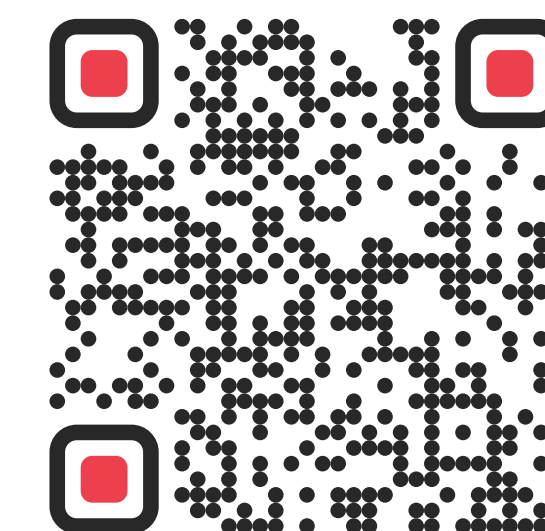
EMPOWER

Help patients understand the disease, medication, & the importance of adherence^{1,10,11}



ENABLE

Provide simple instructions that can help patients adhere to their treatment plan^{1,10,11}



GI.WORLD

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