



Personalizing Adherence to solve a \$337B Problem
Bringing together technology and personalized medicine

BEAVERTON, OR, December 12, 2016—Medication non-adherence is not a new problem. Despite the introduction of numerous gadget-oriented solutions over the past several years, no one has succeeded in making a significant impact on this \$337B problem. With only 50% of patients taking their medication as directed, non-adherence is one of the greatest cost drivers in modern healthcare.

As pharmaceutical companies continue to introduce new, life improving and life saving medications, the need for viable solutions to that support patient medication adherence are increasingly vital. Recognizing that tech gadgets and cell phone apps alone have been unable to move the medication adherence dial, Curadite CEO Dennis McNannay will discuss the evolving list of requirements—scalability, cost, sophistication, flexibility and personalization—believed necessary in order to make a significant impact on medication non-adherence.

From primary care physicians and pharmacists to clinical trial investigators and payer administrators, healthcare professionals continue to be frustrated by the apparent inability of patients to attain medication adherence. Initial investigations have uncovered several underlying factors that will need to be addressed in order for technology solutions to play a role in moving the medication adherence dial.

Never worry when someone you care about forgets

Media Contact:
Jody McNannay, Director, Strategic Communications
Curadite, Inc
jmcnannay@curadite.com
+1-503-310-5063