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## MEMOTEXT solutions boost treatment adherence (and patient wellness)

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**M**EMOTEXT provides personalized solutions for medication and/or treatment adherence. Solutions are based on patients' preferred mode of (technology-specific?) communications including interactive voice recordings, text messaging and/or email/web correspondence. These interactive media communications consist of both 'push messages' (reminders, educational and motivational content) and 'pull messages' (questions on self-reported health behaviors and outcomes, barriers to adherence, program satisfaction). Ideally MEMOTEXT interventions involve the integration of objective data such as pharmacy claims, clinical information, or medication event monitoring system (MEMS) but this is not always the case. To date, MEMOTEXT programs have been launched across a wide variety of disorders and clinical settings, significant improvements in treatment adherence has emerged as the common thread. With several implementations both deployed and under development, MEMOTEXT has iterated and created a methodology to include change management for optimal intervention delivery. With lessons learned in recruitment, design and measurement, MEMOTEXT has learned many lessons regarding both tele-health and mobile health systems deployment. In a randomized control trial at The Wilmer Eye Institute (Johns Hopkins University), the MEMOTEXT platform was applied to glaucoma patients with poor adherence to daily Travatan (troproprost) therapy. Patients in the intervention group demonstrated a statistically significant increase of 31.4% in medication adherence while those in the control group had no change in adherence rates. Adherence rates in the intervention group increased from 51% to 67% but control group rates remained stable at 49-50% (p=0.003). In a Biogen Idec Canada© (bilingual) program titled 'Avotalk', patients with multiple sclerosis are recruited by their case manager and offered the service free-of-charge. Patients who opt in are provided with reminders and educational information about self-injections of Avonex (interferon beta-1a). Additionally, support is offered via a live nurse should the patient have any questions or concerns. Preliminary data analyses demonstrate a retention rate over 90% and extremely high self-reported adherence rates. A Bioventus LLC© program, Exogen Connects, offered to individuals using the EXOGEN Ultrasound Bone Healing System for non-invasive treatment of non-union and delayed-union bone fractures. Early study results show a high retention rate within the program (over 80%) and strong satisfaction with the product (80% found the device easy to use daily and 78% would recommend the device to a friend). MEMOTEXT solutions can be applied to a range of treatment modalities and clinical situations. In each case valuable patient information is acquired while increasing treatment adherence, patient wellness, and support.

## Biography

Amos Adler brings speech, mobile and social technologies together to create mobile (mHealth) and tele-health patient adherence programs. Since 2008, Amos has led the design and deployment of dozens of digital patient adherence and behaviour change programs globally while advocating for evidence-based approaches to technology-based behavior change. With a background in user oriented design methodologies, user-requirements elicitation, finance and enterprise scale technology deployment, Amos focuses on solutions solving real-world business requirements with patient centered designs while understanding the challenges of change management in clinical settings. Prior to founding MEMOTEXT, Amos held multiple technology and finance related positions within the Bell Canada Holdings family of companies as well as a background in social and private real estate development. Amos holds a M.Sc. in Analysis, Design and Management of Information Systems from The London School of Economics in London England, graduating with distinction was highlighted by his work within the launch of the world's first independent exchange for international wholesale telecom capacity.

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