



Medication Non-Adherence: Why Does It Occur And What Physicians Think Can Be Done About It

Purchase your copy of the MD Analytics Insight Syndication on Medication Non-Adherence – The Physician's Perspective

Designed for pharmaceutical marketers to aid understanding of medication non-adherence and to explore strategies to improve results. MD Analytics surveyed 518 healthcare professionals to:

- ▶ Determine the current level of medication non-adherence and identify those diseases that are most affected.
- ▶ Uncover how medication non-adherence is most likely to manifest itself.
- ▶ Understand how physicians manage medication non-adherence and what they think needs to be done to improve results.
- ▶ Evaluate the role of pharmaceutical companies and patient support groups in addressing the issues associated with medication non-compliance and identify what, if anything, could be improved and/or expanded.

Who can benefit from the report

- ▶ Product managers seeking to better understand the issues surrounding non-adherence to address improvement opportunities.
- ▶ Market research managers responsible for providing insights to internal managers.

Top reasons for reviewing this report

Of professionals surveyed, 88% of GPs and 84% of specialists indicate they feel pharmaceutical companies can or should

have a role in helping to improve patient adherence to medication. This report will help you understand the situation, key statistics, and the physicians' point of view to improve results.

About the Report

The report format is a PowerPoint deck featuring 142 slides with several sections and data charts. The report was conducted in the fall of 2005 using a 27 question web-based survey. N=306 GP/FMs and 212 specialists with national

representation. Results are accurate within +/-5.6% - 19 times out of 20.

Ordering Information – Purchase with Additional Studies and Save

Discounts are available if the study is purchased with another MD Analytics syndicated study. Ask about

our continuing healthcare education study and our sampling practices study. For more information:

1. Call your MD Analytics account manager
2. Email syndicated@mdanalytics.ca OR call toll free 1-866-617-0741

Enrich your understanding of the key issues and opportunities:

- ▶ What physicians recommend for pharmaceutical firms to improve compliance.
- ▶ The top reasons for patient non-adherence to medication regimes and how side effects, lack of knowledge, cost, and patients' busy lives impact the issue.
- ▶ What the key differences are in adherence to and persistence of following medication instructions throughout the length of treatment.
- ▶ What the adherence statistics are by medication regime.

MD Analytics is the leading supplier of web-based market research services for the Canadian healthcare industry.