

AdherenceRx Partners with Hummingbird Coaching To Increase Patient Medication Adherence

Provides pharmaceutical industry an innovative tool to enhance compliance

CINCINNATI – Feb. 10, 2009 – AdherenceRx and Hummingbird Coaching Services are offering an innovative solution to a pressing health care concern – the alarmingly high rate of patients not adhering to their medication therapy.

This concern was underscored in a recent PharmaVoice webinar, “Adherence 2.0: Behavioral Change Model for Impacting Medication Adherence with Sustainable Results,” attracting more than 300 attendees. A recording is at <http://medconference.net/adherence>.

AdherenceRx’s solution uses Hummingbird’s pioneering and proven methods of changing patient behavior. Started by a founder of positive psychology, Dr. Neal Mayerson, Hummingbird’s highly customized adherence solution combines trained experts in behavior modification with state-of-the-art communications technology. Pharmaceutical companies, managed care organizations, and employers can reduce the high number of unfilled prescriptions and positively influence patient outcomes.

“Reminder letters, copay incentives, and other patient support programs have a modest positive impact on adherence,” said Todd Dankmyer, AdherenceRx vice president, sales and marketing. “But none address the underlying causes of noncompliance. Research demonstrates that the most effective strategies combine education and behavior modification; treating not just symptoms, but effecting lasting behavior change. That unique value proposition underlies the AdherenceRx and Hummingbird partnership.”

For many medications, 15-20 percent of patients never even make it to the pharmacy for their first prescription. Additionally, compliance for a large majority of medications falls below 50 percent in the first six to twelve months of therapy. Employers, health plans, and pharmaceutical manufacturers are keenly interested in innovative approaches to address this enduring problem.

AdherenceRx participants benefit from having open access to their own health coach, interacting as frequently as they like through telephonic, web-based and mobile technologies. Such personalized and frequent communications with the same coach builds trust and loyalty.

“AdherenceRx coaching is based on solid psychological research and proven successful coaching protocols,” said Sean Slovenski, Hummingbird CEO. “Our structured approach systematically leads patients through identifying and understanding compliance barriers, assessing options, and taking positive action for lasting behavior change.”

Coaches are highly trained and experienced in behavior change, with degrees in nursing, exercise science, health education, exercise physiology, counseling and education.

Rigorous certification and training is augmented by ongoing coach mentoring and a structured quality assurance protocol.

AdherenceRx behavioral coaching includes online and mobile strategies—email, instant/text messaging, and online journaling—that make the program scalable and cost-effective. Such variety increases communication, strengthening the coach-patient bond and yielding sustainable behavior change.

AdherenceRx's online and phone-based behavioral health coaching strategies increase patient adherence to medications. Its health coaching helps pharmaceutical companies, health insurers and employers effect lasting behavior change in patient adherence, leading to improved outcomes. Contact Chris Cresswell at 301-785-1488 or www.adherencrx.com.

Hummingbird Coaching Services has provided one-on-one health coaching since 1997. Their proprietary coaching model and online delivery platform is used by major employers, health plans and pharmaceutical companies to drive behavior change among employees and patients; www.hummingbirdcoaching.com.

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