Human Motion Project - The importance of patient compliance

Miriam Porter

For a patient to be compliant in wearing a device it is necessary to consider many factors as early on as at the time of device conception. These factors are divided up into outside influences and patient behavior. Outside influences can come from the treating physician’s attitude about the device or the patient’s own family. Any device affecting or altering patient’s behavior/lifestyle will have a major impact on compliance. It is necessary to invest time and money in order to identify these factors to understand which type of patient populations will be compliant.
The importance of patient compliance

Miriam Porter, Clinical Manager, Novartis Pharma

1st Winter Symposium of “The Human Motion Project”
What is compliance?

http://www.youtube.com/watch?v=dMAS2S51bM8

In medicine, **compliance** (also **adherence**, **capacitance** or **Concordance**) describes the degree to which a patient correctly follows medical advice. Most commonly, it refers to medication or drug compliance, but it can also apply to other situations such as medical device use, self care, self-directed exercises, or therapy sessions.
## Extent of non-compliance (treatment-related)

### Compliance with long-term medication regimes

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Compliance Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antibiotic treatment</td>
<td>33%</td>
</tr>
<tr>
<td>Treatment for hypertension (in general)</td>
<td>53%</td>
</tr>
<tr>
<td>Sleeping pills, sedatives</td>
<td>42%</td>
</tr>
<tr>
<td>Tranquilizers in schizophrenic outpatients</td>
<td>54%</td>
</tr>
<tr>
<td>Tuberculosis drugs</td>
<td>55%</td>
</tr>
<tr>
<td>Insulin injections (diabetes)</td>
<td>48%</td>
</tr>
<tr>
<td>Anti-asthmatic drugs</td>
<td>46%</td>
</tr>
<tr>
<td>Glaucoma eye drops</td>
<td>42%</td>
</tr>
</tbody>
</table>
Extent of non-compliance

Manufacturers pour millions of dollars into research and development but do little to ensure compliance

‘Improving compliance to medicine has a greater impact than any improvement in medical treatment’ (WHO 2003)

1CPC Healthcare Communications Whitepaper Series: Factors Affecting Patient Compliance (August 2002)
Barriers to Compliance

External Influence

Patient experience

Patient compliance
Barriers to compliance

*External influence*

- Counselling or support tools
- Investigators attitude towards device/therapy
- Reimbursement
- Product/packaging
- Media

Clinical team → CPO → CRA → Site staff
Barriers to compliance

Patient experience

- Complexity
- Quality of information
- Importance of compliance
- Patient support line
- Concerns about side effects
- Co-morbidities/Interactions with other treatments
- Following / remembering instructions
- Impact on lifestyle, behavior
- Cost or insurance coverage
How to identify non compliance factors

- Identifies importance of each factor
- Provides insight to understand which patient segments are likely to be compliant
- Indicates, which information is required to address potential compliance issues
Some considerations

? What is the indication for the device

? What is the target population

? How long will the patient have to wear the device to reach objective?

? Is it comfortable to wear/use device

? What is the backup solution
Some considerations

? Complex device, ease of use
Some more considerations

? Costs

? Patient burden

? What is the site burden

? Is there a helpdesk support
and some more...

? Patient Instructions

? Site instructions

? Benefit of the device
  - for patients
  - investigator

? Consequence of non compliance

? Feedback to patient

? Follow-up to patient
Take home message

Fully understand the extent and nature of patient compliance

Address compliance challenges prior to use

Plan for time and resources