

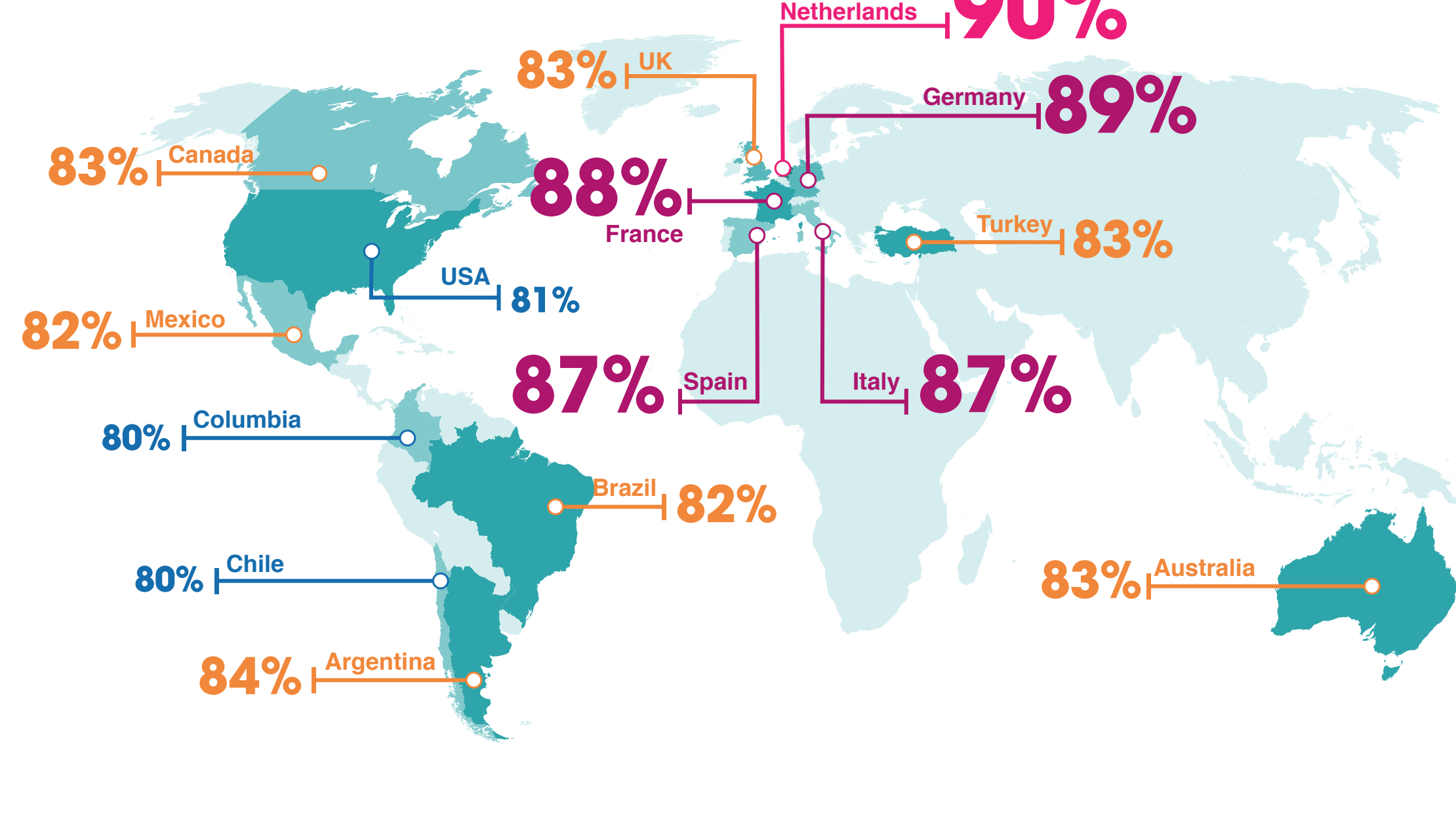
# Cardiology drug adherence data: Real-time stats that pharma should know



Medisafe, the leading personalized medication management platform addressing all major causes of non-adherence, delivers better medication adherence<sup>1</sup>, with more than 600M doses managed.

## Top 15 Most Adherent Countries for Heart Meds

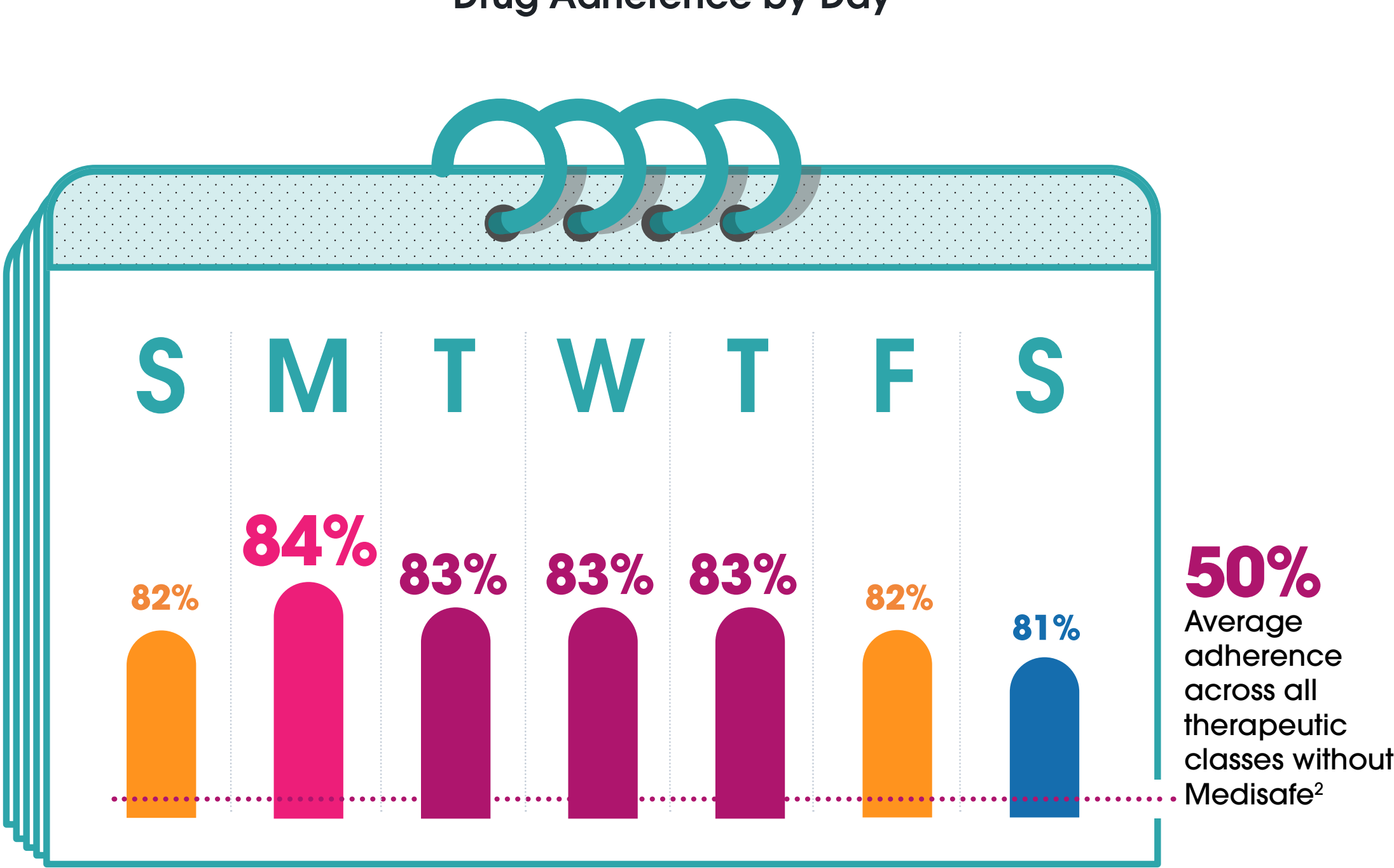
Medisafe Reported Cardiology Drug Adherence by Geography



The U.S. ranks amongst the lowest in reported cardiology adherence as compared to other developed nations

## How Day of Week Affects Heart Med Adherence

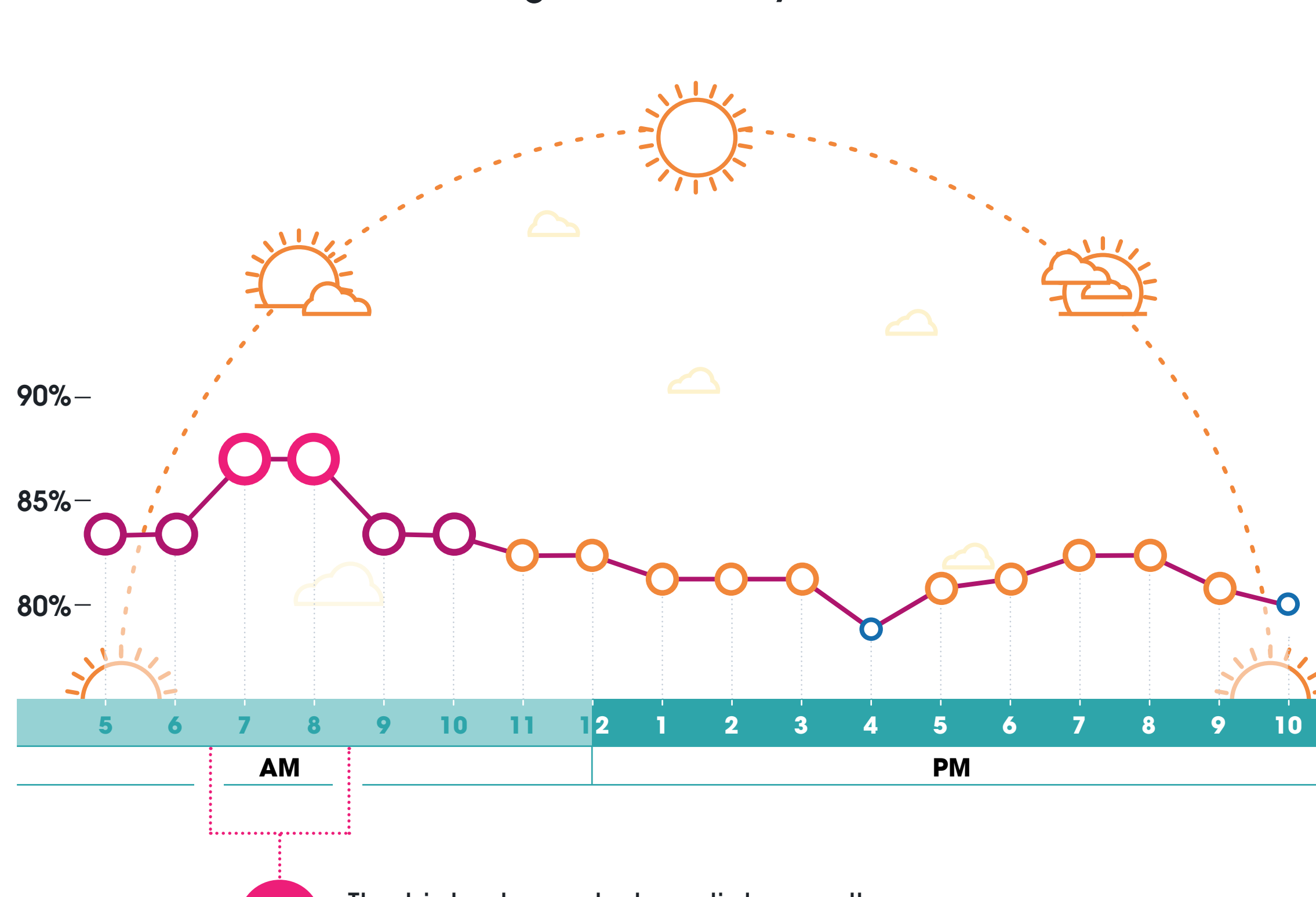
Medisafe Reported Cardiology Drug Adherence by Day



Unlike other therapeutic areas, patients on heart meds are adherent every day of the week, with a slight dip on the weekends

## How Hour of the Day Affects Heart Med Adherence

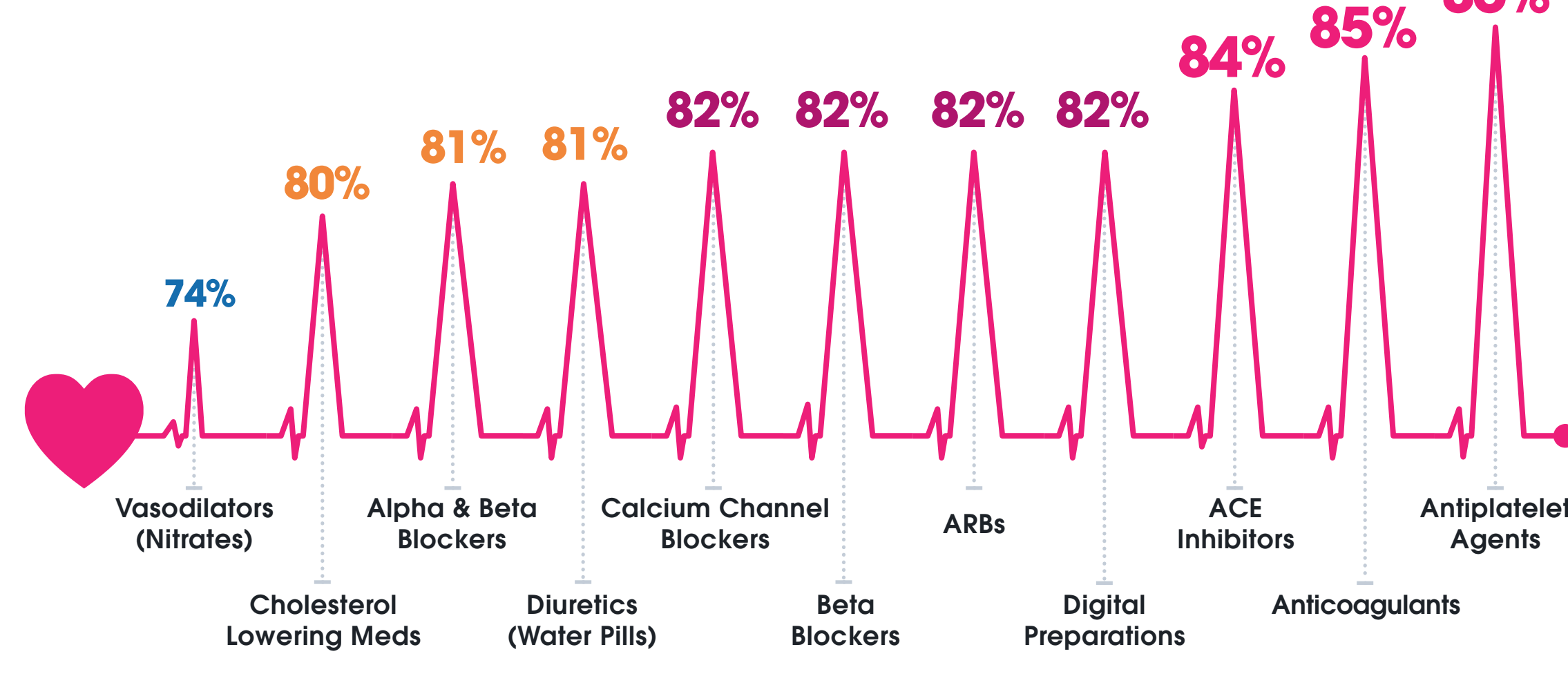
Medisafe Reported Cardiology Drug Adherence by Hour



The highest reported cardiology adherence rates are during the morning hours.

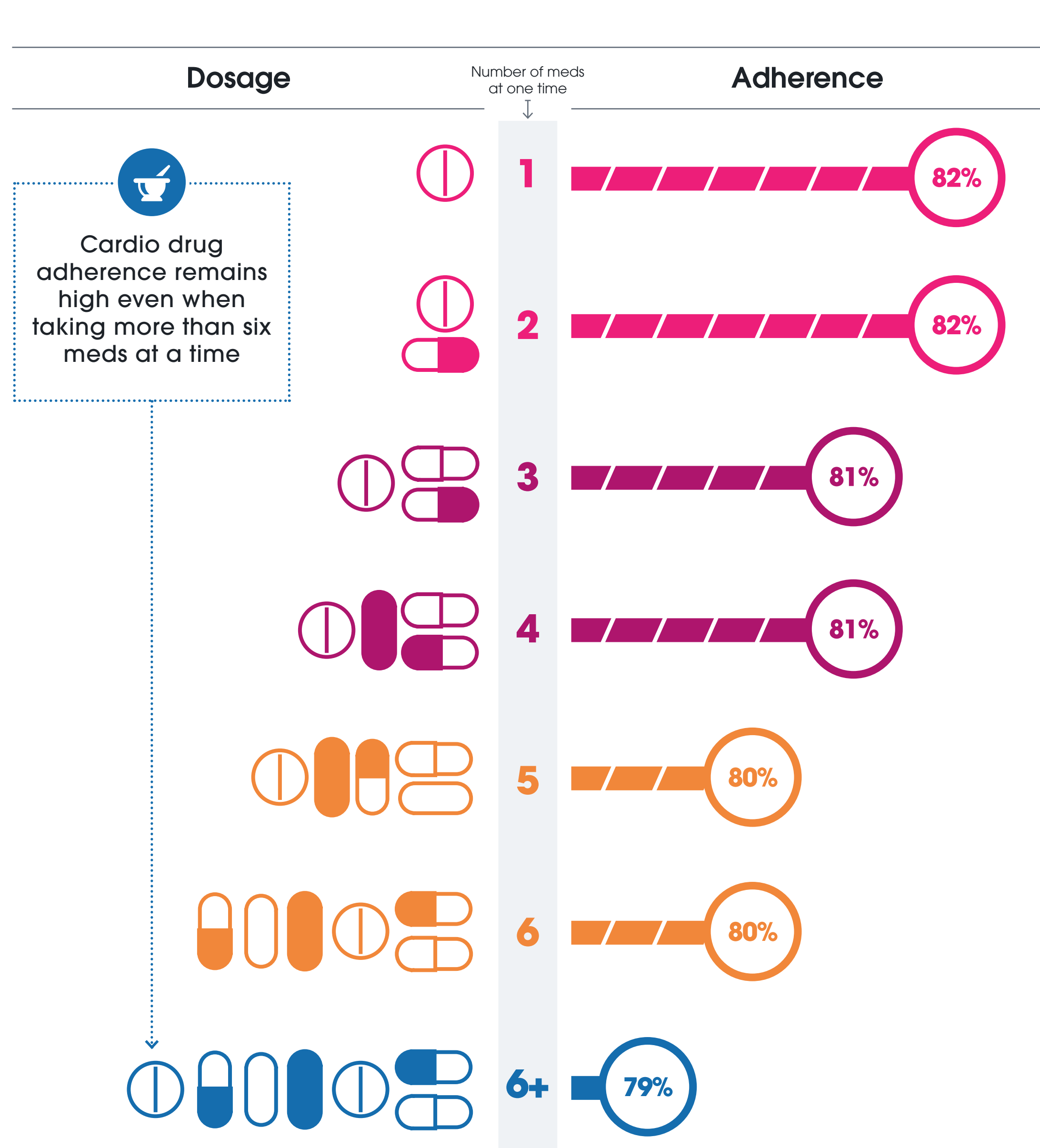
## Adherence Rates By Type of Heart Treatment

Medisafe Reported Cardiology Drug Adherence by Med Type



## Does the Number of Heart Meds Influence Adherence?

Medisafe Reported Cardiology Adherence by Number of Drugs Taken



### Most Common Cardio Cocktails on Medisafe

- 1 Lisinopril & Atorvastatin
- 2 Lisinopril & Amlodipine
- 3 Losartan & Amlodipine

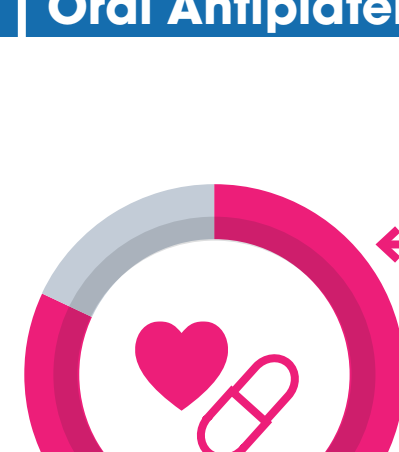
## Top 10 Heart Drugs with Highest Adherence

Medisafe Reported Adherence by Cardiology Drug Name

Drug Company	Brand	Category	Adherence
Valeant	Tiazac	Calcium Channel Blockers	87%
Eli Lilly and Company	Effient	Oral Antiplatelet	86%
Merck and Co	Prinivil	ACE Inhibitor	86%
Novartis	Lotensin	ACE Inhibitor	86%
Boehringer Ingelheim	Pradaxa	Anticoagulant	86%
Janssen	Xarelto	Anticoagulant	85%
Sanofi	Sectral	Beta Blocker	85%
Merck and Co	Vasotec	ACE Inhibitor	85%
Bristol-Myers Squibb	Coumadin	Anticoagulant	85%
Bristol-Myers Squibb	Plavix	Oral Antiplatelet	84%



Of the top10 heart drugs with the highest reported adherence, Merck and Bristol-Myers Squibb hold two spots each.



82% Adherence rate for Aspirin when taken with a cardio regimen

## Looking for additional insights?

Find out how you can get behavioral insights and answers from the 4 million patients who are using Medisafe's medication management platform.



[medisafe.com/insights](https://medisafe.com/insights)



Medisafe is the leading personalized medication management platform addressing all major causes of non-adherence. Far more than a pill reminder app, Medisafe is a cloud-based platform that personalizes content, resources and interventions — such as educational videos, coupons and motivational messages — based on each user's regimen, condition and specific circumstance. Visit [medisafe.com/pharma](https://medisafe.com/pharma) for more information.

<sup>1</sup> Medisafe demonstrates up to 20% increase in reported med adherence in QumtlesIMS study, presented at ISPOR.  
<sup>2</sup> Medication adherence in developed countries averages 50%, and is lower in developing regions (WHO). Source: [http://www.who.int/chp/knowledge/publications/adherence\\_full\\_report.pdf](http://www.who.int/chp/knowledge/publications/adherence_full_report.pdf)  
<sup>3</sup> Methodology: Medisafe reported adherence is of active users with more than 3 doses taken from the first take to the last take in relation to scheduled doses. Patients are generally considered adherent to their medication if their medication adherence percentage, defined as the number of pills absent in a given time period (X) divided by the number of pills prescribed by the physician in that same time period, is greater than 80%. (NIR). Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC305880/#f6>