

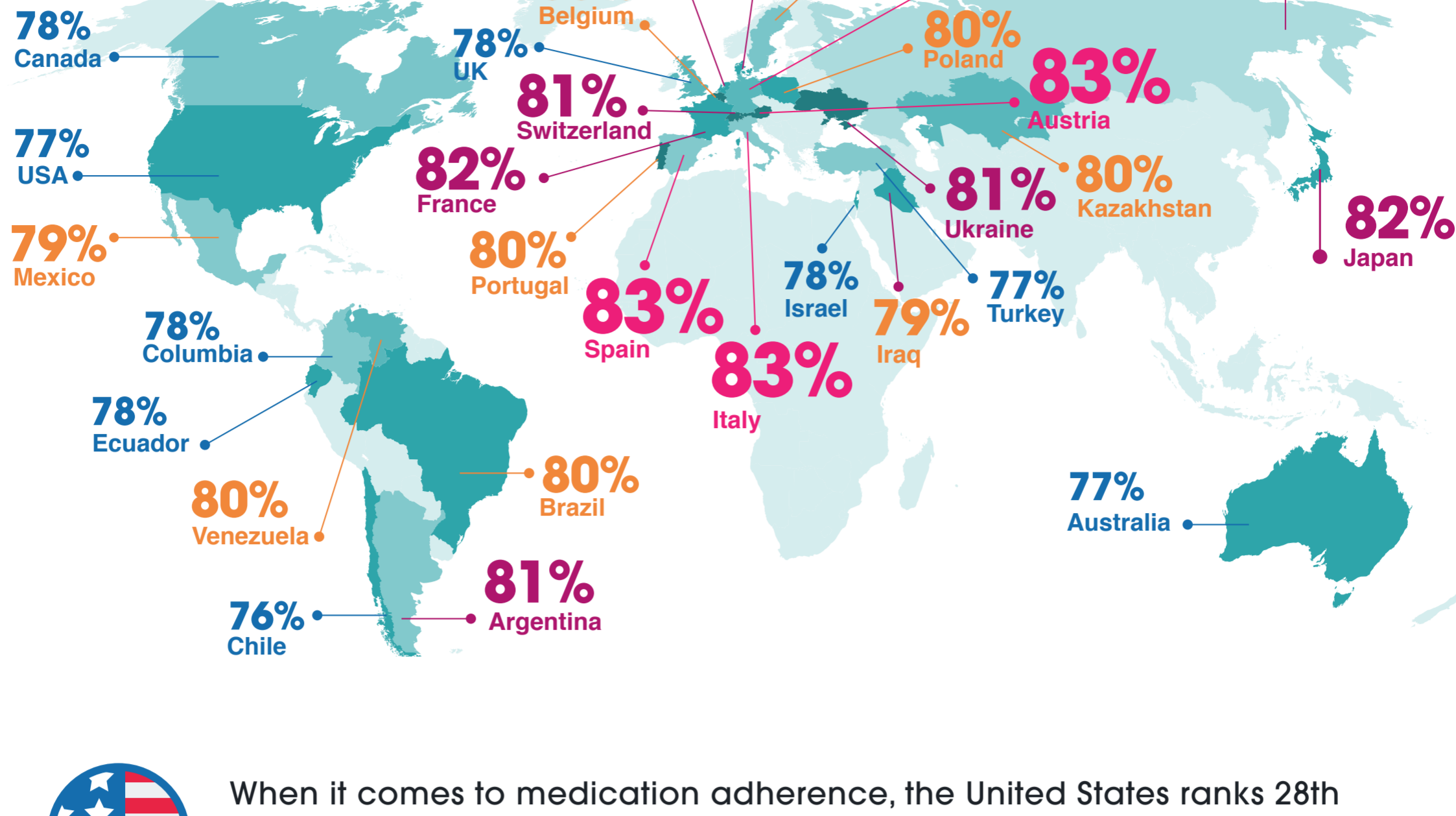
# Why Patients Skip Doses: Real-time data on Medisafe that pharma should know



Medisafe, the leading personalized medication management platform addressing all major causes of non-adherence, delivers better medication adherence<sup>1</sup>, with almost 750M doses managed.

## Top 30 Adherent Countries for all Therapeutic Areas

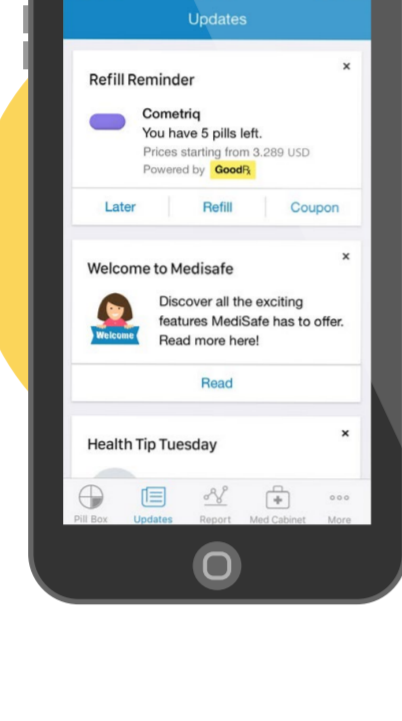
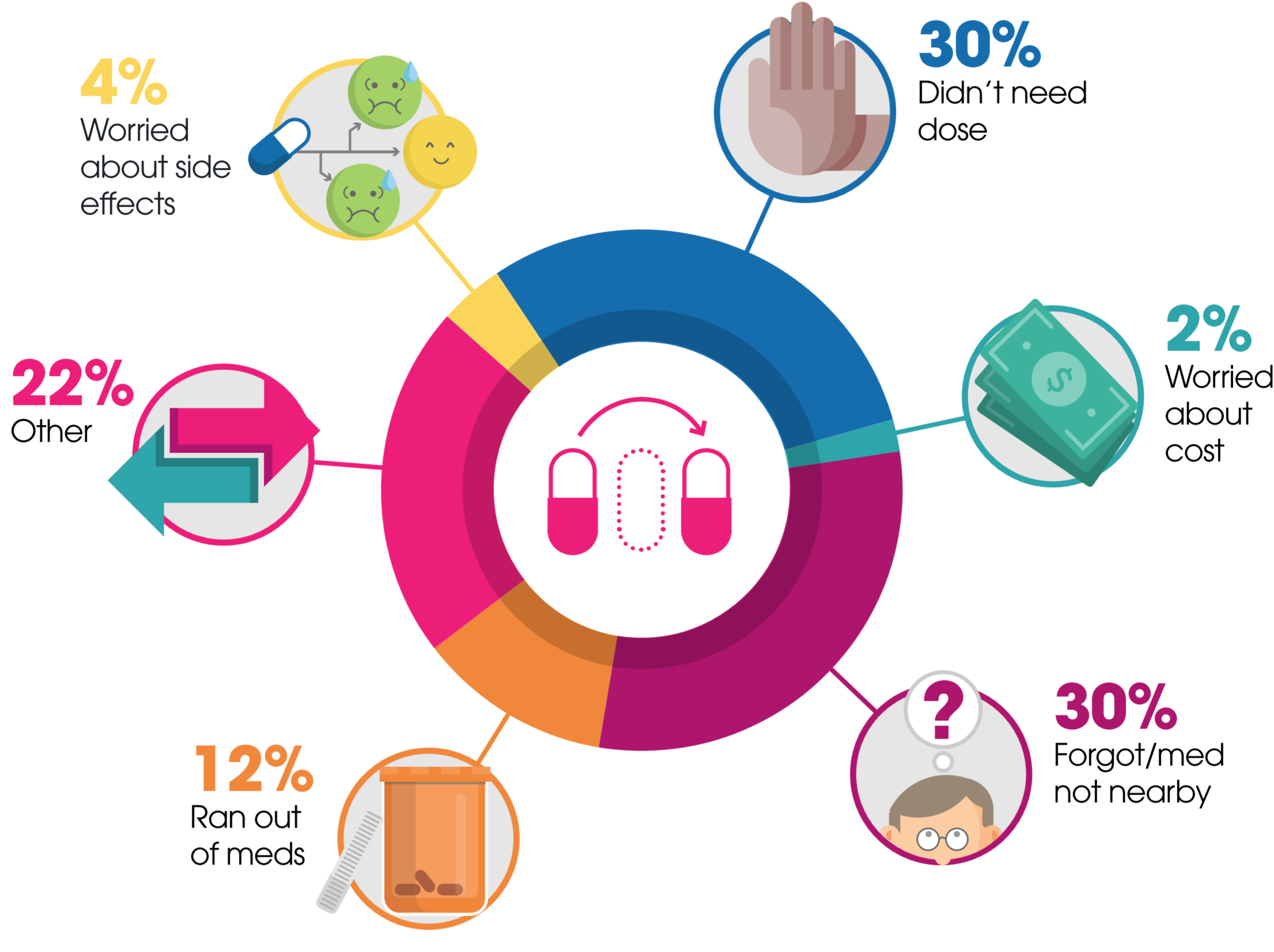
Medisafe Reported Drug Adherence by Geography



When it comes to medication adherence, the United States ranks 28th among the 200+ countries and territories on Medisafe, lagging behind most European and many South American countries.

## Why Patients Skip Doses

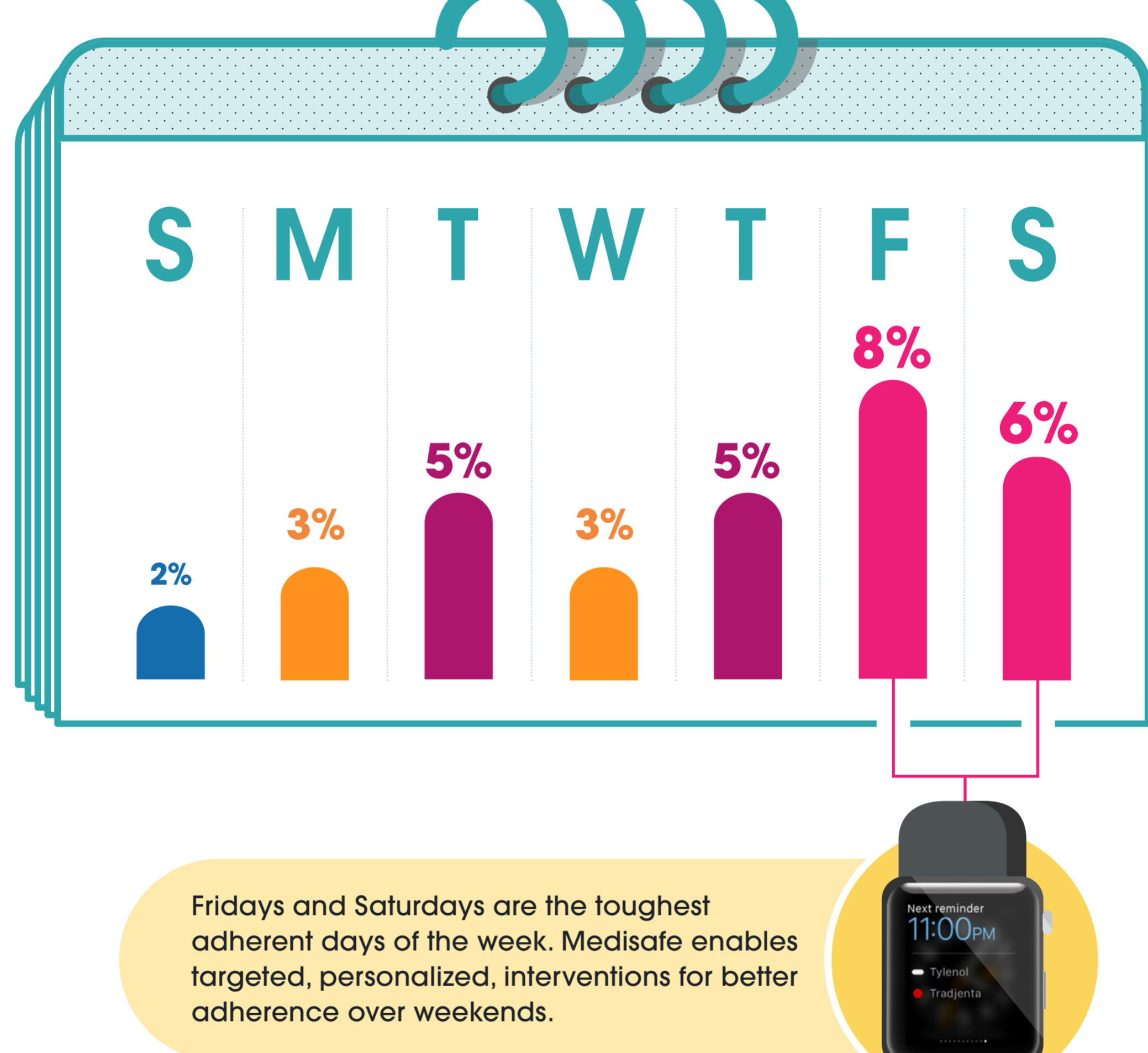
Medisafe Reported Reasons for Missing a Med



Adherence is not always about cost—patients often simply run out of meds, so having timely and persistent refill reminders can significantly improve adherence.

## When Patients are Most Likely to Skip Doses

Medisafe Reported Missed Meds by Day of the Week

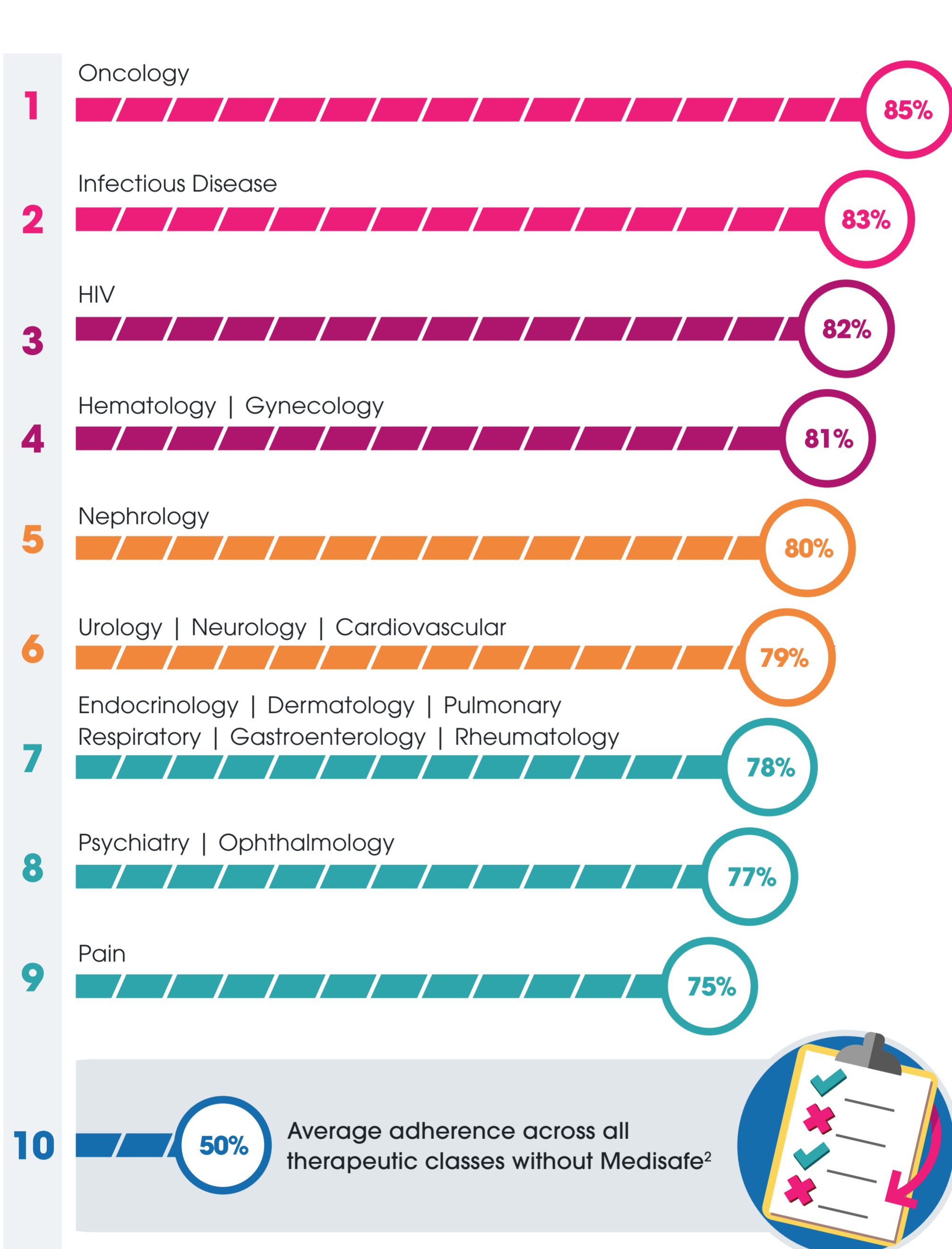


Fridays and Saturdays are the toughest adherent days of the week. Medisafe enables targeted, personalized, interventions for better adherence over weekends.



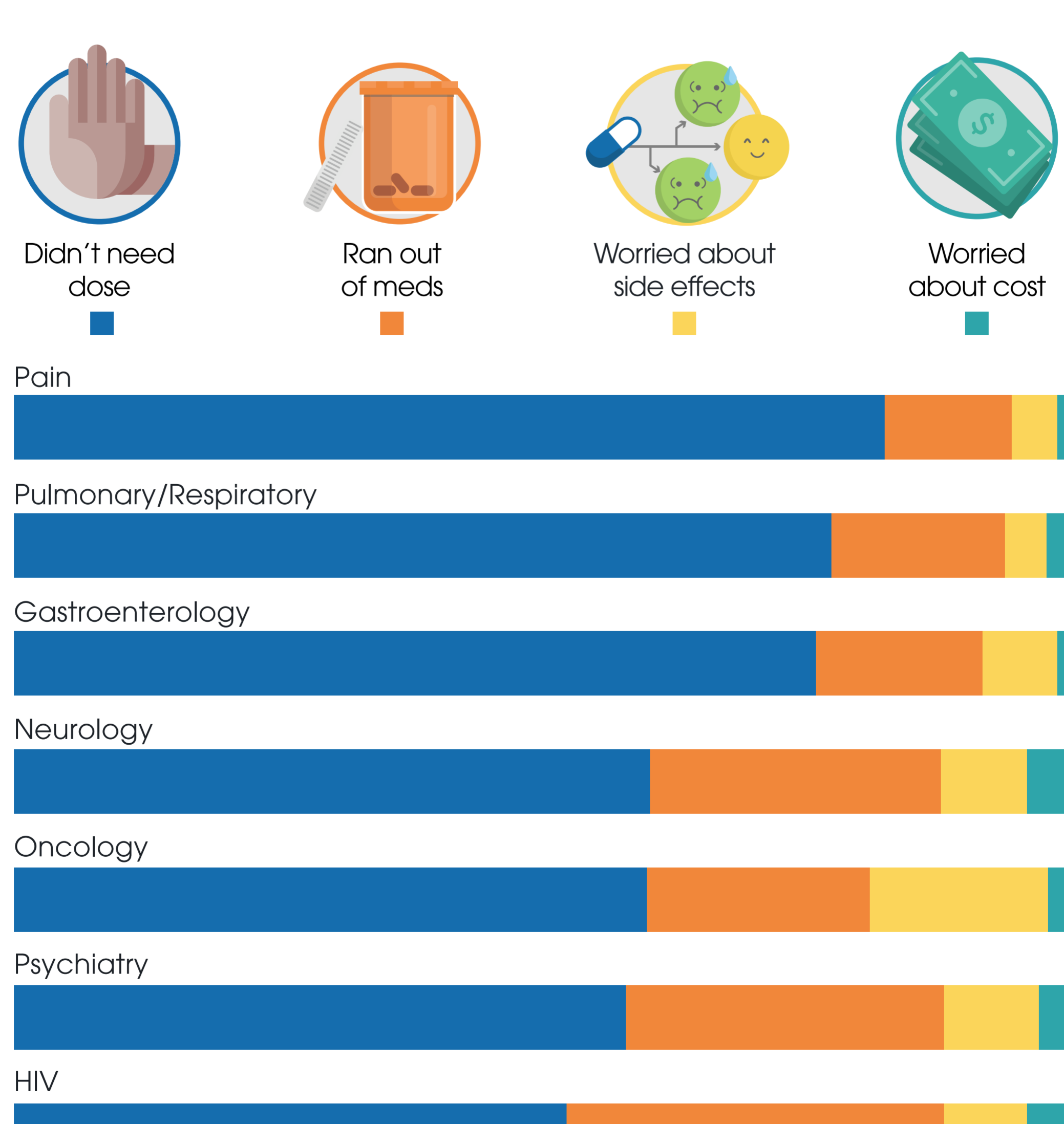
## How Therapeutic Area Affects Med Adherence

Medisafe Reported Adherence by Condition

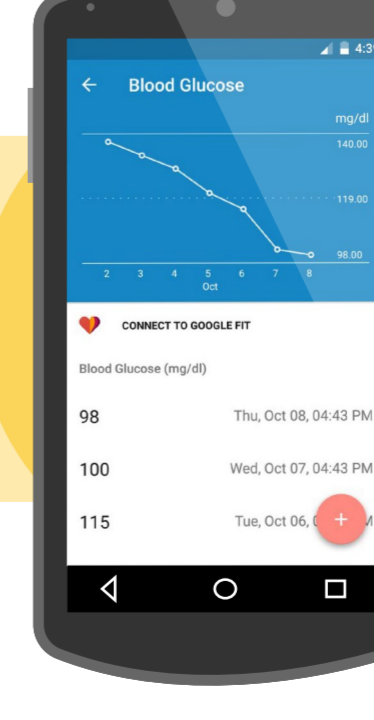


## Why Patients Miss Doses, by Therapeutic Area

Medisafe Patients' Reasons for Skipping a Dose



Adherence varies with therapeutic area. Medisafe enables domain-specific approaches that boost adherence in more challenging disease areas.



## 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.

1) Medisafe demonstrates up to 20% increase in med adherence in IMS study, presented at ISPOR.  
 2) 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)  
 3) Medisafe reported adherence of active users that approved notification with more than 3 doses taken from the first take to the last take in relation to scheduled doses.  
 4) 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%. (NIH). Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2058890/#R8>  
 5) Some of these medications listed are generic in the US market.