Compared to controls, the probability of persistence at month 12 was higher in app-users (Table 2).

**RESULTS AND CONCLUSIONS**

- Non-adherent (MPR<0.6) patients using the Medisafe app demonstrated significant improvements in adherence in all 3 therapeutic areas (TAs).
- Pre vs post index median MPR improved from <.6 to >.9. (Figure 1)
- ~70% of app users became adherent post-index. (Figure 1)

**Figure 1. Median MPR and proportion adherent among app users (pre vs. post)**

**Figure 2. Time to non-persistence during the (pseudo) on-app period**

- Time to non-persistence during the (pseudo) on-app period was significantly longer in Medisafe app-users compared to controls. (Figure 2)
- Persistent adherence was significantly longer for app users vs. controls in all 3 TAs

- A cohort of 1,173 HTN, 200 DM, and 2,560 MDD users were matched to controls. (Figure 3)

**Figure 3. Patient attrition**

- With ≥ 2 fills during the pre-index period and ≥ 3 fills during the post-index period HTN: MPR >.199, MDD: MPR >.242, DM: MPR >.350

**Table 1. Patient characteristics at baseline**

**Figure 4. Pre-post changes in MPR among app users (combined TAs)**

**REFERENCES**


3. AUTHORS

The authors would like to acknowledge Jing He and Yuan Lin of IQVIA for their analytic support.

**LIMITATIONS**

- The pre-post study design does not account for incident users.
- A selection bias may exist in the users as patients with increased motivation for change may be more likely to install the app.

**ACKNOWLEDGEMENTS**