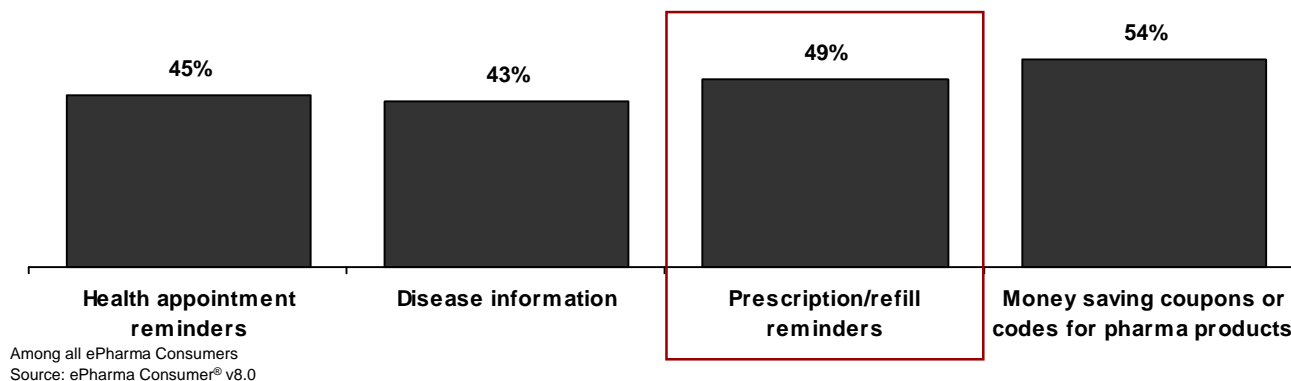


## Prescription Reminders

### 49% Of ePharma Consumers Are Interested In Email Or Text Reminders For Prescriptions/Refills

- Ensuring that patients adhere to treatment regimens remains a vital interest to pharmaceutical companies in the face of shrinking pipelines and expiring patents. Although the Internet is primarily a health information resource, advances have been made toward making this resource helpful in condition management. Recently, [www.FreeRxReminder.com](http://www.FreeRxReminder.com) was launched to help patients take their medications by opting in for email or text message reminders. As seen in **FIGURE 1**, 49% of ePharma Consumers report interest in prescription/refill reminders through email or text message alerts. ePharma Consumers are slightly less open to being contacted in this fashion for health appointment reminders (45%) and disease information (43%), while the majority are interested in email or text message alerts for money saving coupons or codes for pharma products (54%).
- FIGURE 2** provides a profile of ePharma Consumers interested in prescription/refill reminders through email or text message alerts as compared to the average ePharma Consumer population. While both segments are similar with regard to gender and age, those interested in the reminders are more likely to own an MP3 player and go to the doctor after searching for pharmaceutical information online.
- Adherence to treatment is a highly complex and changeable behavior, with many moving parts affecting a successful outcome. Just as use of the Internet to make treatment decisions varies significantly across therapeutic segments, the same goes with adherence. As seen in **FIGURE 3**, ePharma Consumers with deep vein thrombosis are the most likely across condition groups to report interest in prescription/refill reminders through email or text message. Other condition groups highly likely to report interest here include glaucoma, generalized anxiety disorder, high triglycerides, overactive bladder/urinary incontinence, insomnia, high cholesterol, ADD/ADHD, and angina. Modifying online adherence tools to target the different segments of users is important for email and text messaging alert services today in order to encompass the various aspects of adherence resistance.

**FIGURE 1: ePharma Consumers Are Interested In Email Or Text Message Alerts For...**



**FIGURE 2: Profile Of Those Interested In Email Or Text Message Alerts For Prescription/Refill Reminders**

	Interested in Receiving Rx/Refill Reminders Through Email or Text	All ePharma Consumers
Male/Female	52%/48%	50%/50%
Mean Age	40	41
Mean Household Income	\$59.0 K	\$54.4 K
Own MP3 Player	65%	60%
Go to doctor after searching Rx info online	35%	30%

Among ePharma Consumers in segment  
Source: ePharma Consumer® v8.0

**FIGURE 3: Condition Groups Most Likely To Be Interested In Rx/Refill Reminders Through Email Or Text Message**

1. Deep vein thrombosis
2. Glaucoma
3. Generalized anxiety disorder
4. High triglycerides
5. Overactive bladder/urinary incontinence
6. Insomnia
8. High cholesterol
9. ADD/ADHD
10. Angina

Among specialties n>60  
Source: ePharma Consumer® v8.0