

# DIGITAL PATIENT SUPPORT

The lack of compliance to prescribed pharmaceutical treatment is a challenge within health care. Surveys show that only 30–50 per cent of patients follow their treatment plan. We offer a digital tool that supports patients in taking their medicine as prescribed, and the content can be adapted as required to meet the needs of each specific patient group.

## WHY CHOOSE THIS SERVICE?

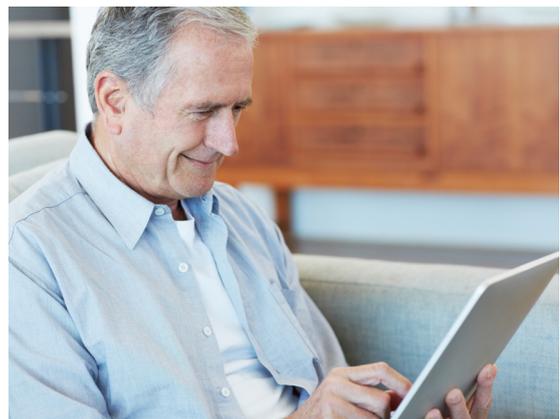
It is important for patients to take the correct dosage, at the right time and that they continue to take their medicine throughout the treatment period. The main aim of improving compliance to prescribed medication is to optimise the treatment benefits for individual patients, but it also helps reduce the costs associated with non-compliance and enhances the feedback regarding treatment outcomes to prescribers and manufacturers.

Digital Patient Support improves compliance by increasing an individual's awareness of the importance of taking medicines as prescribed, as well as giving practical tips and sending reminders to help them with their treatment plan.

## DESCRIPTION OF THE SERVICE

We design Digital Patient Support based around the needs of a specific user group. Digital activities can include text messages based on the treatment regimen to remind patients to take their medicine, emails with a link to patient information leaflets, patient diaries to help with a daily routine and patient association websites for additional help and support. It is also possible to include patient surveys to capture feedback regarding their treatment, the support provided and ideas on how to improve the service.

Digital Patient Support is delivered using a high degree of automation. This means that we can offer support to large patient populations at the



same time, enhancing knowledge and providing treatment insights that increase the motivation of patients to take a shared responsibility for their treatment. All patient information is handled confidentially in accordance with EU regulations.

### FIND OUT MORE

For questions please contact us on +46 31 767 75 00 or by email at [kontakt@tamro.com](mailto:kontakt@tamro.com)