



# HELPING PATIENTS STICK WITH IT

## STUDY FINDS THAT A SIMPLE ADHERENCE MEASURE IMPROVES OUTCOMES

### THE CHALLENGE

A leading pharmaceutical company wanted to understand whether medication non-adherence is associated with glycated hemoglobin (HbA1c) and other non-clinical health outcomes among type 2 diabetes patients using basal insulin analogs.

The company aimed to demonstrate whether a simple, patient-reported non-adherence measure could prove to be effective in predicting blood sugar levels and other outcomes. This would help to convince healthcare providers to intervene and administer the measure in the clinic to improve patient outcomes, as well as support better utilization of the company's products.

The company engaged Kantar Health because of its expertise in adherence and patient-reported outcomes research.

### THE KANTAR HEALTH DIFFERENCE

Using Kantar Health's industry leading National Health and Wellness Survey (NHWS) data, we implemented a study to investigate the relationship between medication adherence and both clinical (HbA1c) and nonclinical (i.e., health status, work impairment and healthcare resource use) health outcomes among type 2 diabetes patients using basal insulin.

The NHWS data was ideal for this examination because, in addition to several validated and well-established patient-reported measures of quality-of-life and productivity impairment, as well as medication adherence measures, the NHWS features self-reported assessments of some patient-reported clinical measures such as HbA1c.

Our study provided strong evidence that medication adherence rates are high among patients with type 2 diabetes using basal insulin. Further, the results suggest that non-adherence has a significant association with HbA1c, and that HbA1c increases concomitantly with nonadherence, as do poorer health status and healthcare resource use.

This evidence can be used to inform and motivate physicians to assess levels of non-adherence among their patients and to intervene early to help their patients stay on appropriate pharmacotherapies and keep their disease under control.

## AT A GLANCE

Medication non-adherence is a global problem that reduces the efficacy of therapies and speeds up disease progression.

That's especially true in type 2 diabetes and why a leading pharma company turned to Kantar Health to demonstrate that a simple, patient-reported non-adherence measure could prove to be effective in predicting blood sugar levels and other health outcomes.

FOR MORE INFORMATION, PLEASE CONTACT  
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### WHY KANTAR HEALTH?

Kantar Health is a leading dan.01 Tc -0.. HeEfirm and tr10usar He HeE)d advisor ar Heo mty0 oo@k(0 the2)00world/PLE)st0

and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market - commercial development, clinical strategies and marketing effectiveness.