

The Patient Compliance Challenge

Introducing MotivationAssist©

MotivationAssist© - The Issue it Addresses

- Patient compliance has been highlighted by physicians as one of the keys for good outcomes in chronic illness treatment. How has that been true in your practice?
- Even though the patients are highly motivated at the beginning of treatment, their motivation to comply often wanes. What is your current strategy and practice to address this issue?
- Are you interested in a new strategy to improve ongoing patient compliance?

MotivationAssist© – How It Works

- All your recommended patient changes, such as medical, nutrition, physical exercise, and mind care activities, are condensed into a series of simple daily questions/responses in a customized mobile app
- The patient is expected to answer these customized questions each day. The process typically takes less than one minute.
- The MotivationAssist© mobile app strategy is effective because it....
 - Acts as a daily remainder of required actions
 - Monitors patient progress and provides feedback to the patient and the physician which improves patient compliance
 - Is **based on the proven psychological methodologies** such as positive psychology, motivational therapy, and CBT techniques. The app provides a regular on-going focused response designed to sustain behavioral change
 - Provides daily progress feedback to the practice which is a daily support from the physician and also provides the opportunity for appropriate intervention by the practice.

Implementation Opportunities and Challenges

- This strategy establishes a virtual two-way communication between the physician and the patient
- This strategy introduces another responsibility to the practice
- The practice needs to determine how they will monitor the results and respond if the patient is not reporting every day.

Next Steps?

- If you recognize the potential value of this strategy, we are offering a 3 month trial period with a minimum of 10 patients.
- For the trial period, we will assist you in the data collection and monitoring.
- After the trial period, we will meet and determine if you are interested in a full implementation in your practice.