

Improving Efficacy and Usage of Prescription Drugs

Introducing MotivationAssist®

MotivationAssist©

Meeting Communication Challenges in Pharma Trials

- Tracks patient reactions at **their** language and communication level
- Red – Yellow – Green status focuses attention on at risk patients
- Careful creation of questions will elicit information at relevant levels of granularity
- Expected and unexpected side effects
- Creates a basis for more relevant Team – Patient communications. Questions are categorized at creation as Nutrition, Physical Activity, or Mental Health

MotivationAssist©

How It Works

- Trial participants are provided a customized mobile phone app to answer a series of Team created questions
- The frequency and granularity recording of patients reactions - any pain feeling of nausea, any tingling sensation, change in emotions, etc. - is customizable
- The patient can answer in less than 30 seconds (6-12 questions)
- The MotivationAssist© mobile app strategy is effective because it....
 - Reminds participants to take the desired actions
 - Monitors progress and provides feedback to the participants
 - Incorporates latest psychological methodologies such as Positive Psychology, Motivational Therapy, and CBT techniques
 - Provides an on-going focused response designed to build Mindfulness to sustain the desired behavior
 - Provides immediate feedback to your enterprise as to usage of the app as well as participant's responses - you can initiate corrective action in a timely manner

Implementation Opportunities and Challenges

- Establishes a virtual two-way communication between you and the trial participants
- Introduces another responsibility to you -managing the trial participants responses
- Inclusion of pharmaco-genetic or other emerging science can easily be added
- Capturing the effectiveness and the side effects at a granular level enables small adjustments
- May be advantageous for better drug configurations
- Data gathered enables analysis in a multi- or inter-disciplinary settings
- Data easily incorporated into enterprise level management systems

Questions?

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