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## **Healthy Advice® Networks Physicians Discuss Patient Adherence Challenges at National Conference**

*Panelists Urge Pharmaceutical Executives to Expand Patient Education Initiatives*

CINCINNATI, OH. (January 12, 2011) *Healthy Advice®* Networks, the nation's leading provider of point-of-care health-education programs for consumers and physicians, recently hosted a panel of primary care physicians at eyeforpharma's 7<sup>th</sup> Annual Patient Adherence and Engagement Summit held in Philadelphia, PA. The panel, comprised of seven primary care physicians from different areas of the country with diverse patient populations, spoke candidly about the challenges of patient non-adherence. In a dynamic discussion with pharmaceutical executives, the doctors stressed the overwhelming need for better, more understandable patient education. They unanimously agreed that non-adherence would continue to plague the healthcare industry until patients sufficiently comprehend the answers to the questions foremost on their minds: "Why am I taking this medication? What does it do for me?" and "What happens if I don't take it as prescribed?"

Patient adherence continues to be one of the most pressing challenges for physicians, for Pharma and for the healthcare system as a whole. Almost 50 percent of patients are not taking their medications as prescribed and the prescription abandonment rate is up 68 percent since 2006. The estimated annual medical costs are in excess of \$300 billion and 125,000 deaths are attributed to non-adherence each year.

Panelist Dr. Jake Varghese noted that patients are often overwhelmed when they visit their physician. "Delivering educational information that patients can understand **and** act upon is critical," he commented. "In my practice, I circle the information in a *Healthy Advice* Networks brochure and ask the patient to read it before his/her next visit so we can have a meaningful conversation." Dr. Gary LeRoy added, "Anything that helps initiate a dialogue between doctor and patient is invaluable in the treatment of that patient."

Deborah Schnell, President, Sales and Strategic Planning, *Healthy Advice* Networks, and moderator of the panel, said, "The personal and financial costs of non-adherence are staggering. As market leaders, *Healthy Advice* Networks impacts 435 million patient and caregiver visits annually. We understand the critical role we play helping to educate patients about the importance of taking medications exactly as prescribed to ultimately improve health outcomes." She continued, "Physicians and pharmaceutical executives indicated they found value in the open panel discussion. Through ongoing dialogue, pharmaceutical manufacturers ensure physicians are getting the support they require to improve patient adherence. *Healthy Advice* Networks will continue to facilitate those discussions throughout the year."

### **About *Healthy Advice®* Networks**

*Healthy Advice®* Networks provides consumers and healthcare professionals with relevant and accessible health information at the point-of-care and is the largest and fastest growing health-education company in the country. Impacting 435 million patient and caregiver visits, *Healthy Advice®* Networks delivers health content

in the physician's waiting room, exam room, back-office, and in hospitals. Over 53,000 primary care and specialty physicians and 500 hospitals throughout the U.S. have chosen *Healthy Advice*® Networks for their patient-education needs. Leading pharmaceutical and health and wellness brands sponsor their award-winning programs. *Healthy Advice*® Networks delivers consistent, measurable results to sponsors year after year, while providing actionable education to patients and physicians at the precise time treatment decisions are made.

For more information, visit <http://www.HealthyAdviceNetworks.com/adherence>.