Half of patients in treatment for chronic conditions drop off therapy in the first year, with the biggest drop-off occurring in the first month.\textsuperscript{1} This non-adherence costs the United States nearly $300 billion and tens of thousands of lives each year.\textsuperscript{2}

A new study by researchers at the CVS Health Research Institute and Brigham and Women’s Hospital could help improve those statistics.\textsuperscript{3}

The study provides evidence that a patient’s initial pattern of prescription fills in the first few months can be used to accurately predict NOT JUST IF but HOW that patient will adhere to therapy over the following year.

- Does the patient refill a prescription on time the first few months of therapy?
- Is the patient dropping off therapy completely or continuing to take the medication sporadically?
The study identifies six adherence trajectories ranging from almost always adherent to never adherent. These trajectories capture both duration and intensity of medication taking.

Using real-time data to predict non-adherence enables the right support at the right time.

Group-based trajectory modeling uses pharmacy claims data to quickly identify those patients most likely to benefit from support to improve medication adherence at specific points in therapy. Pilots are currently underway to demonstrate how predictive modeling can help more effectively tailor support for an individual patient to help improve health outcomes and reduce health care costs.

CVS Health Research Institute

The CVS Health Research Institute is focused on contributing to the body of scientific knowledge related to pharmacy and health care. This study is part of a multi-year research collaboration with Brigham and Women’s Hospital to better understand patient behavior, particularly around medication adherence. CVS Health findings support a continuous quality improvement environment, which encourages product innovation and development to benefit CVS health patients, clients and their members.

Discover more: www.cvshealth.com