

Pharma Applications: Adherence and Clinical Trials

Moderator:

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Panelists:

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Douglas Johnston, Director of Research, New England Healthcare Institute

ALL PROCEEDINGS WILL BE VIDEO RECORDED

Opportunities

- Clinical Trials Management & Follow Up
 - Diaries, registries
- Continuous monitoring
- Pharmacovigilance to reduce trial size
- Compliance
 - Education/reminders
- Professional Medical Education
- Remote Treatment
 - Underserved areas

Lifetime Health Management & Assessment

- Long-term follow up after trials
- Long-term compliance with drug/vaccine regimen
- Lifestyle diaries
- Interface with physician treatment and prescription order entries
- Long-term monitoring of risk factors
- Portability by patients/accessibility by health care providers

Cholesterol Management: CETi-1



Cholesterol Management: CETi-1

Clinical Opportunity

- Increase HDL “good” cholesterol
- Improve compliance (semi-annual vs. daily dosing)
- Reduce treatment costs

Commercial Opportunity

- \$30B+ market
- 50 million U.S. adults have low HDL-C

Cholesterol Management: CETi-1

*Current
therapies*

365+
times/yr

Cholesterol Management: CETi-1

CETi-1

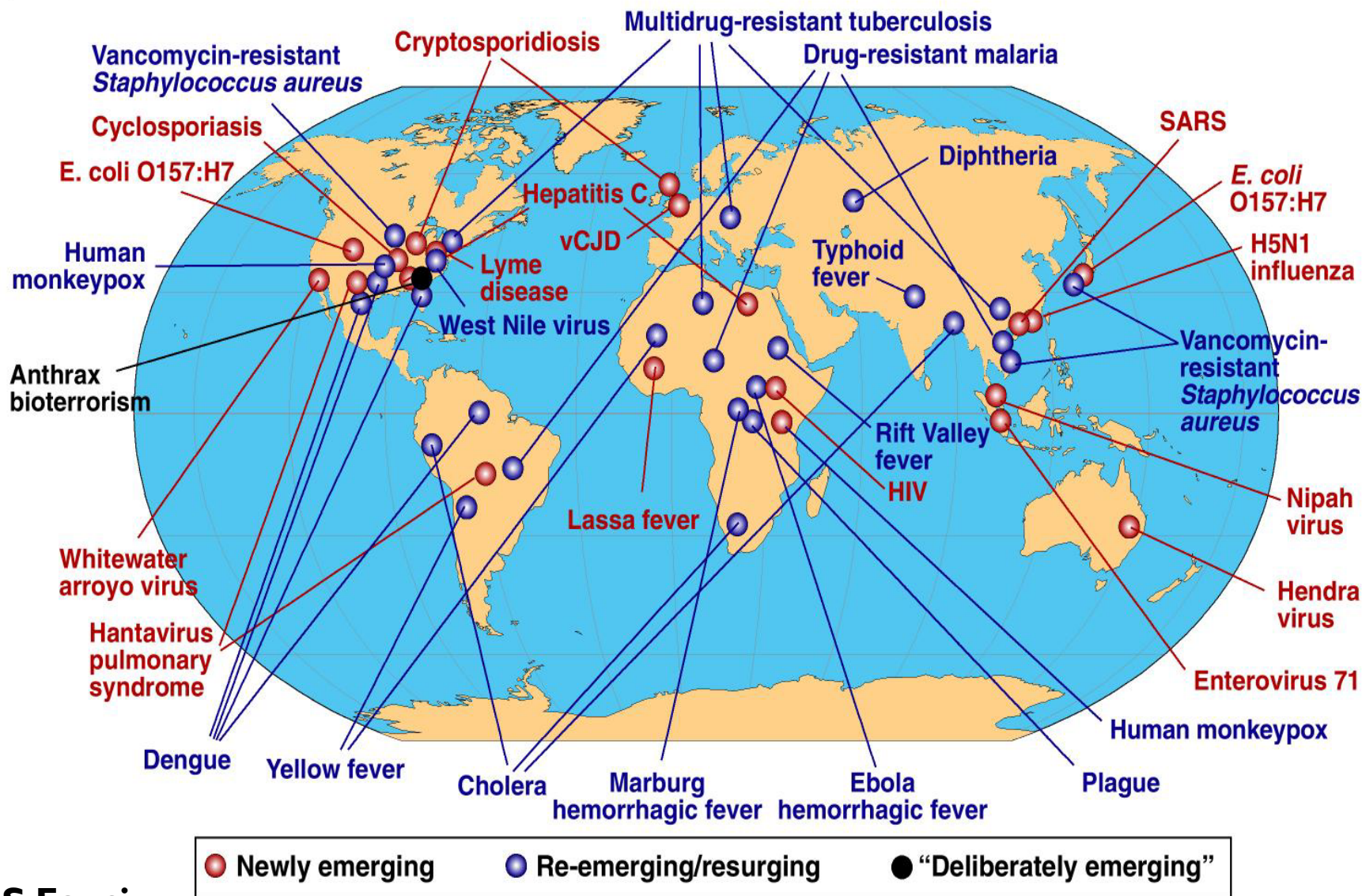
2
times/yr



Lifetime Monitoring of CV Risk Factors

- Adherence to 6-month regimen
- Lipid levels, BP and other Risk Factors
- Prompted questions/electronic logs
- Prospectively formatted for analysis
- Rewards for patient participation
- Quality control for remote measurements
- Credentialing for patients and remote sites
- Lifetime portability/security

Global Examples of Emerging and Re-emerging Infectious Diseases



Vaccines for Global Health and Travelers Rotarix®, CholeraGarde®, Ty800

- Worldwide registries
 - Accessible to public health community
- Post-marketing surveillance, rather than 100,000 patient trials
- Monitoring outbreaks
- Other oral vaccinations
- Reaching underserved areas
- Overcoming language barriers

Vaccines for BioDefense

- Oral anthrax/plague
- Remote sensors
- Cell phones/GPS monitoring exposure
- First responders
- Ring vaccination/mass vaccination
- Continual monitoring of ER capacity
- Distribution of field agents/equipment

Challenges

- Safety
- Security
- Portability
- Accessibility
- Quality
- Benchmarking/Validating

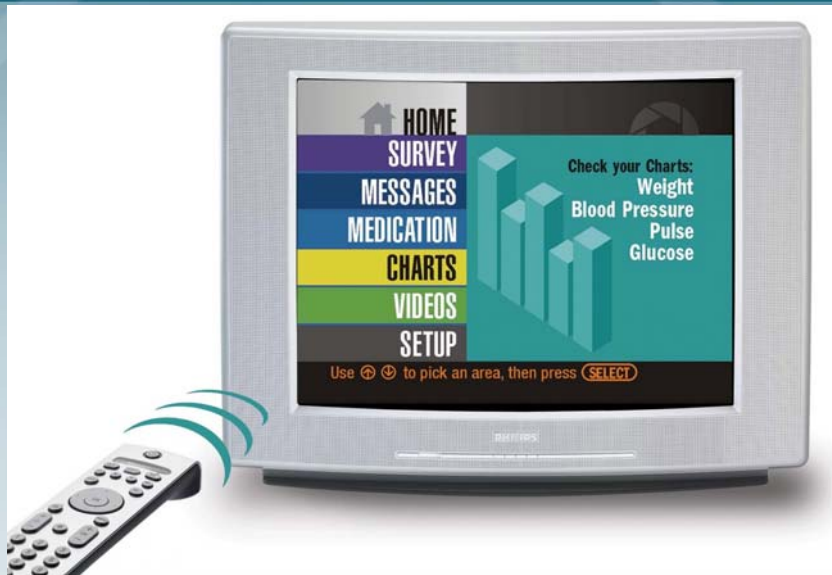
Questions

- Who will benefit?
- Who will pay?
- What's the gadget?
- Who will regulate security?

Remote Patient Mgmt Technologies - Motiva



Possible Features For Adherence During Trials



Patient Assessments

Check-ups

During the past 4 weeks, how much did pain interfere with your normal work (including both work outside the home and housework)?

- Not at all
- A little bit
- Moderately
- Quite a bit
- Extremely

To pick a response use , then or

Pt. Knowledge



Use to PLAY or PAUSE, to STOP video.

Med Schedule



Use to pick a time period, then press **SELECT**

Feedback on Goals



Use to view info. To return, press **GO BACK**

Med Reminders, Goal Setting

Messages Mar 22 | Message

Dear Bill,
How are you doing on your goal to eat less salt? You may want to review your 'Nutrition for Diabetes' video. Remember how important it is for you to control your blood pressure since

scroll down
To scroll text use , to return to list use

Adherence – Behavioral Aspects Addressed

Potential Behavioral Impacts of Remote Management on Patients

- Knowledge
- Motivation (via Response Efficacy, etc)
- Confidence
- Responsibility to the caregiver through closer connection
- Goals – Setting them w/ caregiver and receiving periodic messages about them
- Addressing cognitive impairments through daily med reminders
- Seeing Results (on the TV) – Then tying results back to the behavior that led to it