

What is 'adherence'

Adherence

How well patients follow guidelines and doctor's orders: Participate in wellness programs,
Obtain health screenings per evidence-based guidelines
Follow their doctor's orders for medications, self-care and treatments

Wellness & Screening Adherence:

Programs that improve wellness, such as exercise, weight management, stress management and smoking cessation are slowing the onset of chronic illnesses and improving quality of life. However, participation is not as high as desired, and by intervening intelligently we can significantly increase and maintain participation in these programs.

In conjunction with wellness programs, especially for the 'at-risk or pre-illness' population, timely screenings for age and gender related diseases can catch emerging diseases early. Treatment and management of the diseases can then begin early, when the costs are much lower, rather than waiting for the diseases to become more advanced. While this is well understood, in practice, there is a lot of room for improvement; for example, almost 32 percent of those who have high blood pressure don't even know that they have it, and similarly for other chronic conditions like diabetes, cholesterol, etc.

Medication and Treatment Adherence:

Once diagnosed, proper medication & treatment can arrest the natural progression of diseases and in turn, delay the onset of complications and co-morbidities. Large medical claims can also be postponed. Additional savings accrue because of reduced absenteeism, faster recovery times and quicker return to work. Improved management of disease arrests progression to impairments and disabilities, and thus reduces disability insurance (short-term and long-term) payouts. Delayed mortality delays life insurance payouts as well. In practice, adherence is only around 50 percent, leaving a lot of room for improvement.

Through timely, frequent, proactive and highly personalized interventions, PurpleTeal influences members to improve adherence in these areas. We also measure adherence and provide real-time feedback.