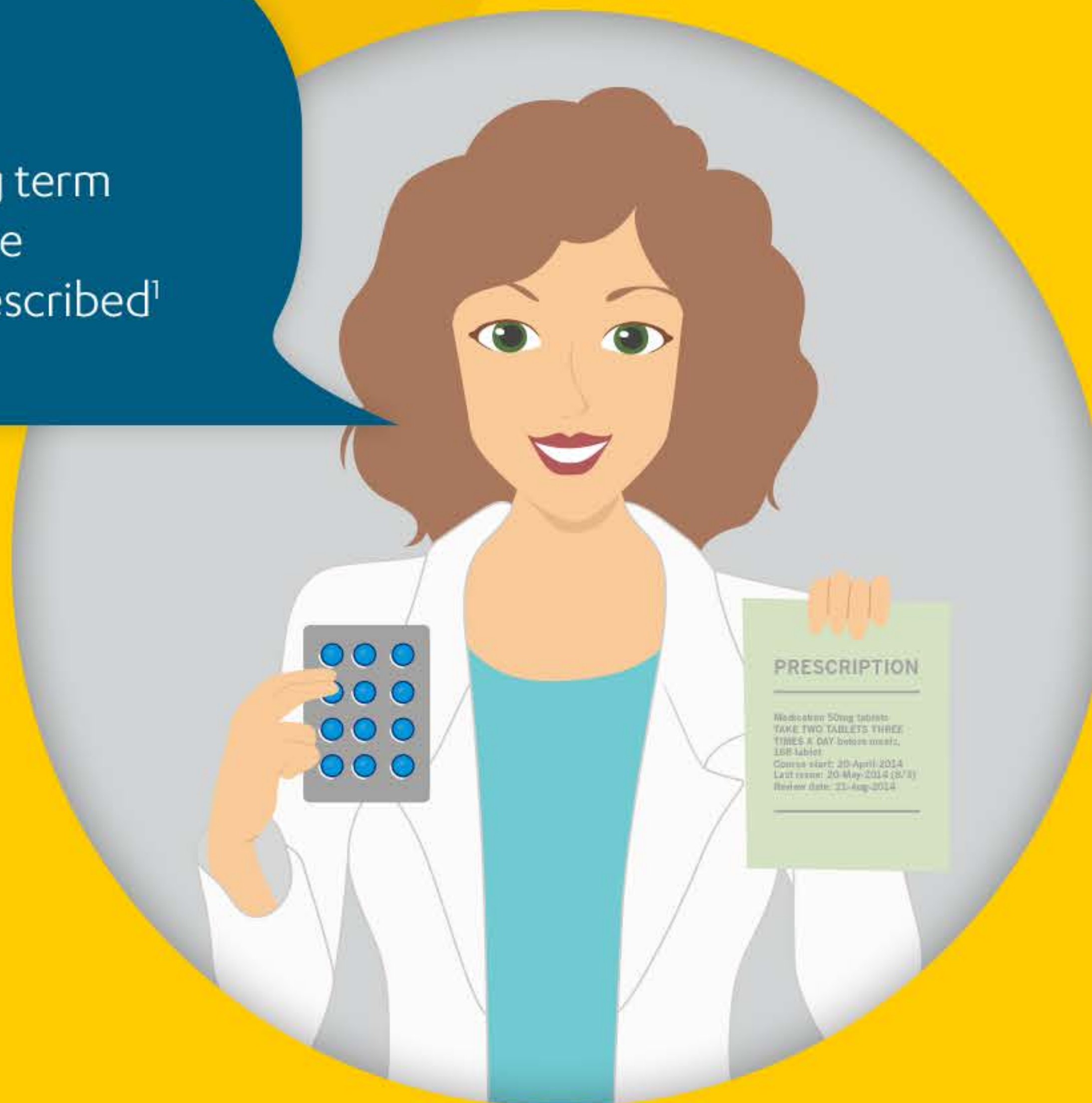


Do your patients take their medication as you've prescribed?

50%

of patients on long term therapy do not take medications as prescribed¹



Do your patients take their medication as you've prescribed?

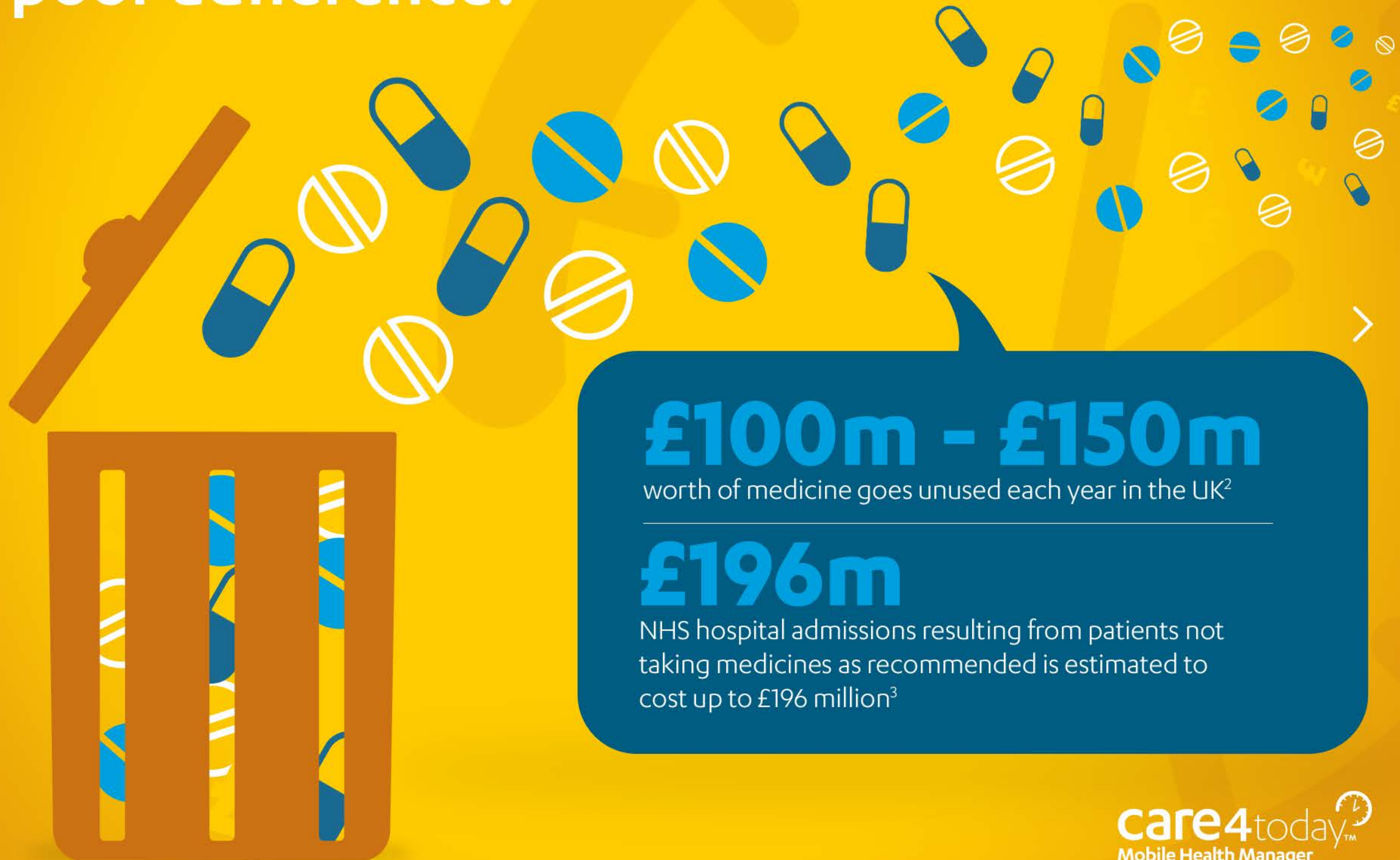
50%

of patients on long-term therapy do not take medications as prescribed.

Reference

1. Adherence to long-term therapies : Evidence for action, World Health Organisation, 2003.

What are the costs of **poor adherence?**



What are the costs of **poor adherence?**

Reference

2. Evaluation of the Scale, Causes and Costs of Waste Medicines, York Health Economics Consortium and The School of Pharmacy, University of London, 2010.

3. Costing statement: Medicines adherence: involving patients in decisions about prescribed medicines and supporting adherence. Available from: <http://www.nice.org.uk/guidance/cg76/resources/medicines-adherence-costing-statement2>. Accessed: July 2014.

£150m

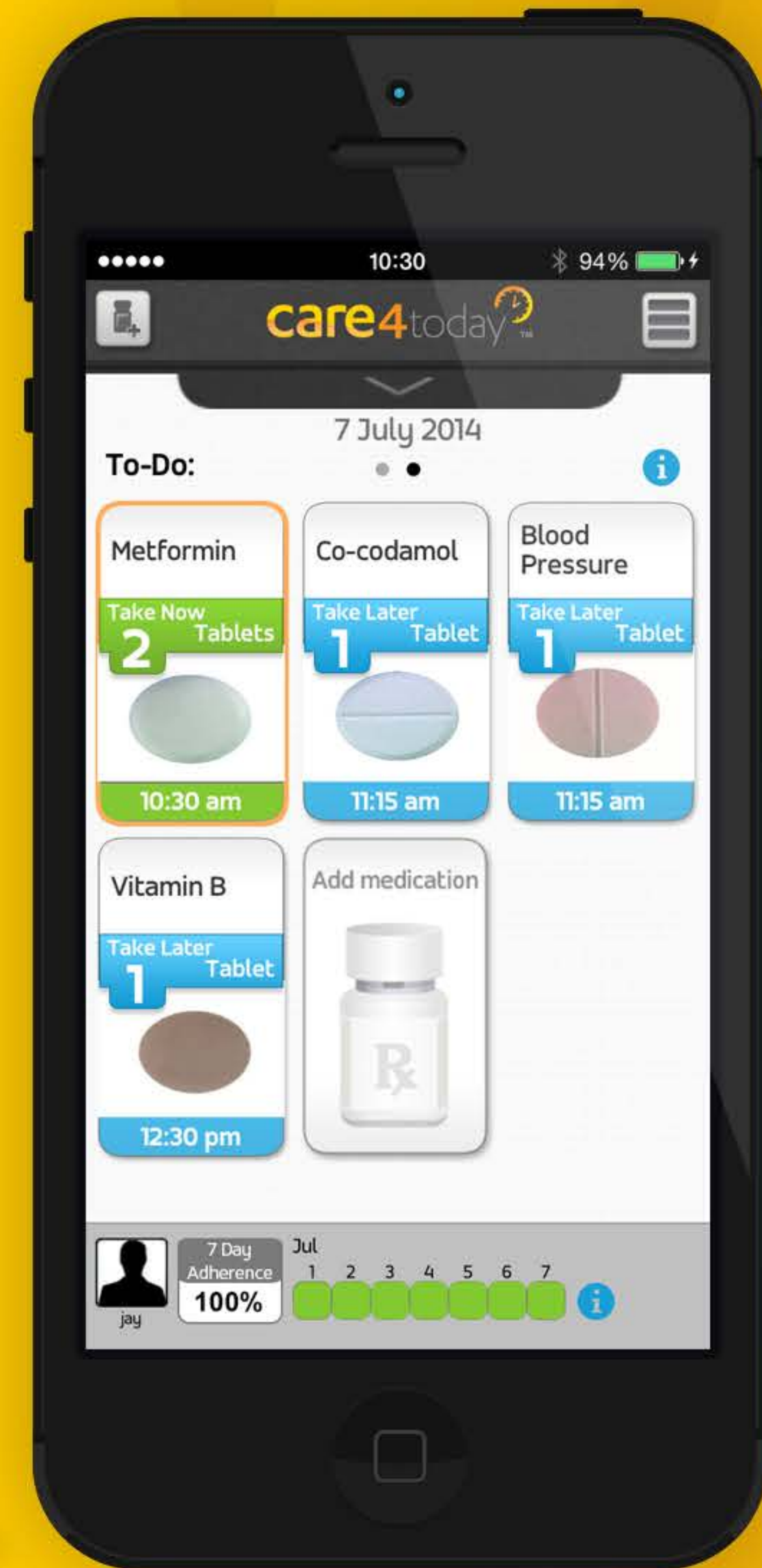
Wasted each year in the UK²

£196m

NHS hospital admissions resulting from patients not taking medicines as recommended is estimated to cost up to £196 million³

Care4Today™ Mobile Health Manager

Care4Today™ Mobile Health Manager helps patients manage their medications from their mobile phone, computer, or tablet.



Care4Today™
Mobile Health Manager
is intended to:



Regularly monitor progress which helps you individualise care, review medicines and pinpoint areas for improvement



Remind and motivate patients to take medications on schedule



Reduce unnecessary repeat prescriptions

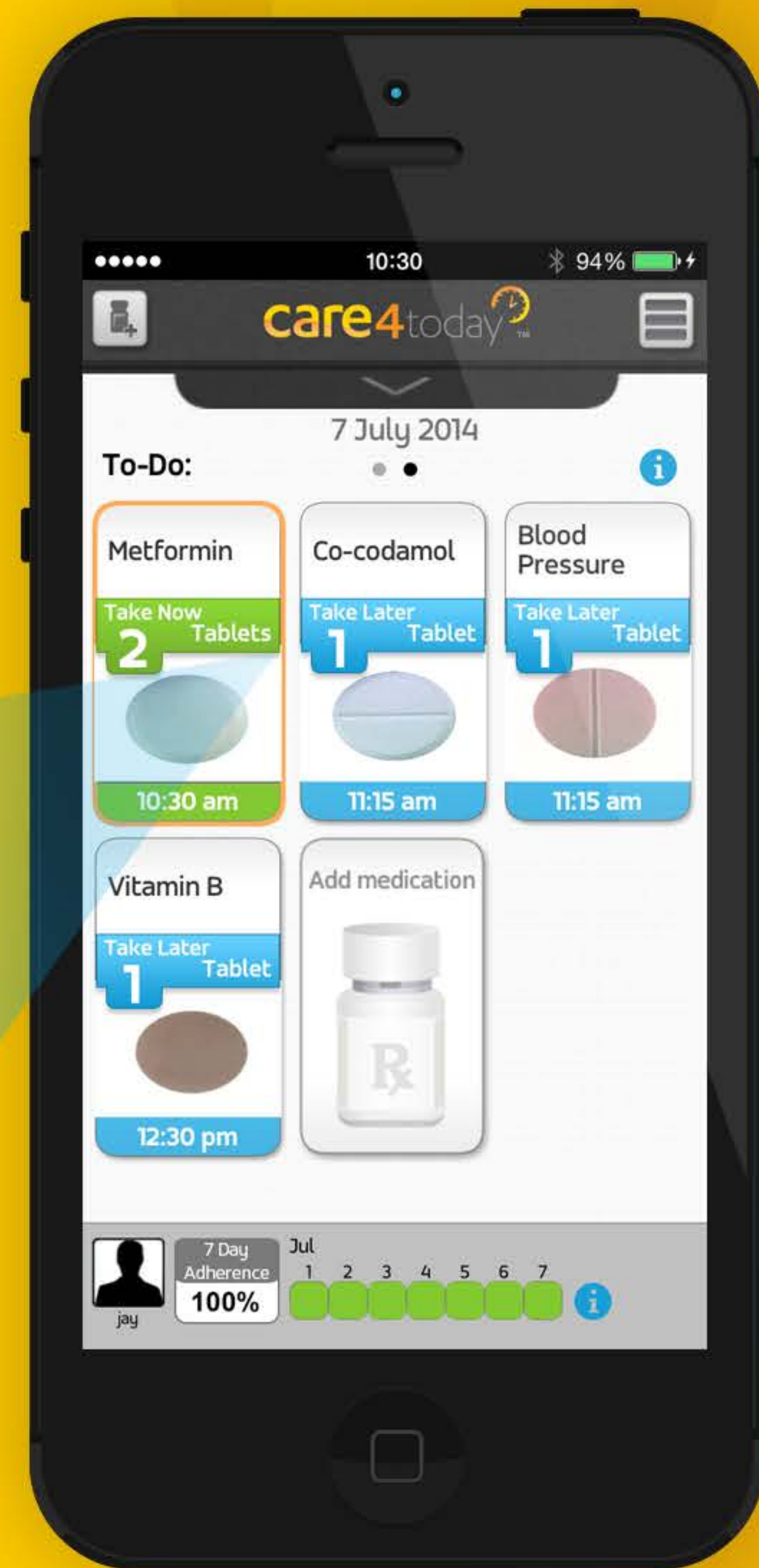
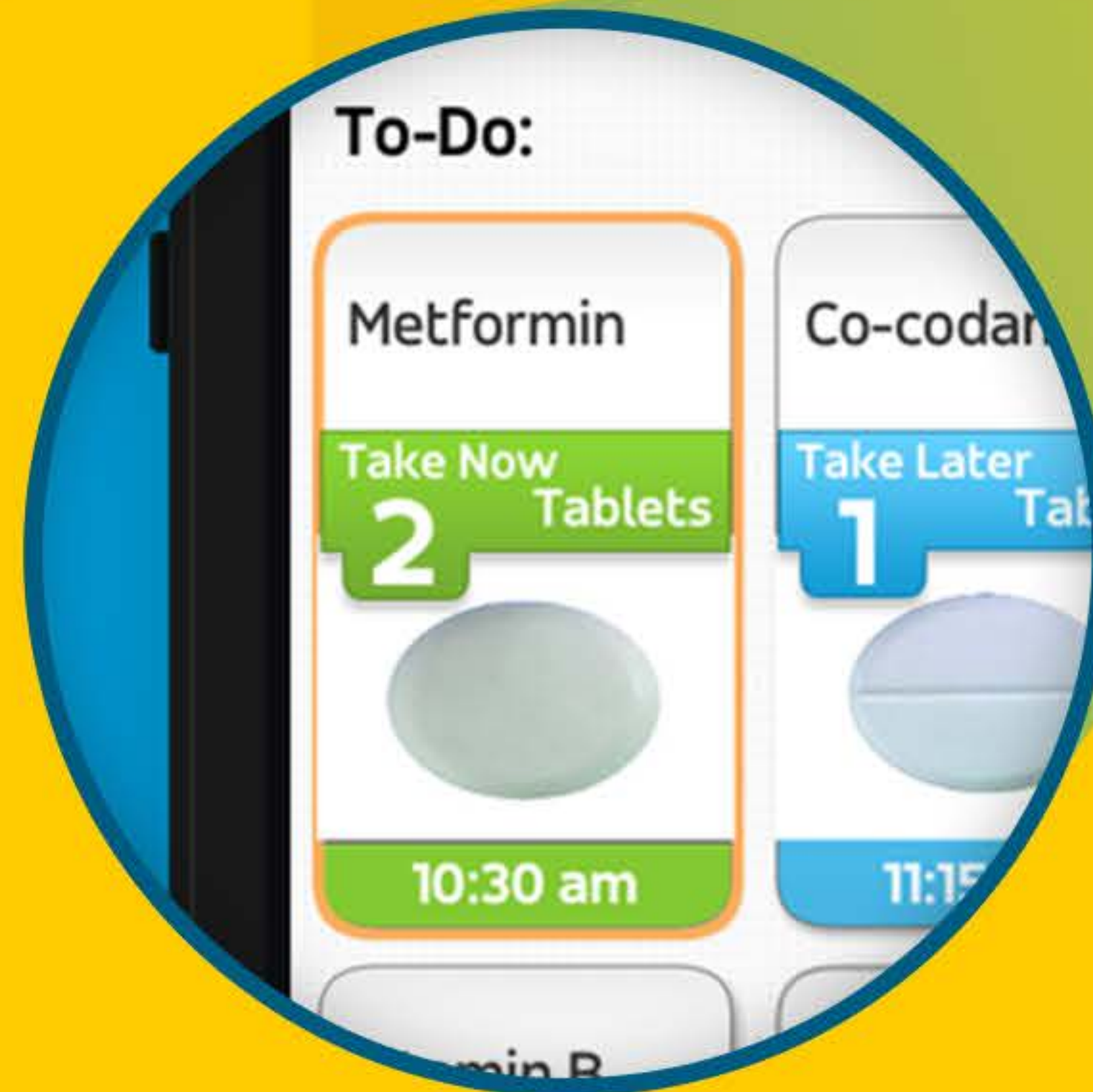


Allow patients to set up custom reminders

Care4Today™ Mobile Health Manager colour-coded system

A **colour-coded system** helps patients see when it's time to take a medication and helps them stay on schedule.

The patient receives an alert on their phone when it's time to take their dose.



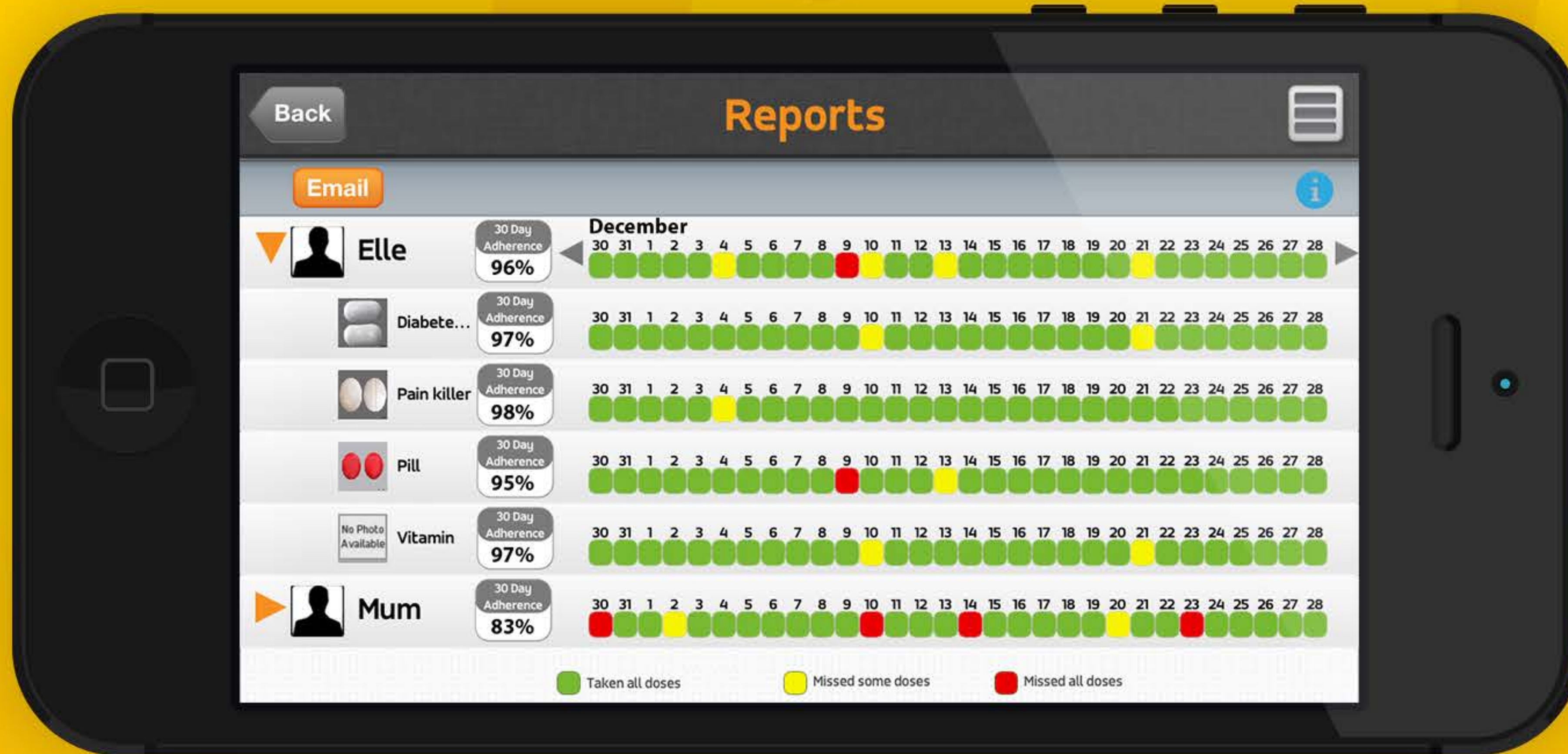
Care4Today™ Mobile Health Manager Social Support: Care4Family™

Care4Family™ can connect patients to relatives and carers, alerting them if their loved one misses a dose.



Care4Today™ Mobile Health Manager Adherence Reports

Adherence Reports track how often your patients take their medications and they can show these reports to you from their phone.



Recommend Care4Today™ Mobile Health Manager to your patients

It could make all the difference

- 🕒 Free to download and use
- 🕒 Works on any mobile phone, tablet, computer
- 🕒 Over 20,000 medications and supplements available
- 🕒 Actual pill photographs
- 🕒 Data kept private and secure



Provided as a service to patients by:



Bibliography

1. Adherence to long-term therapies : Evidence for action, World Health Organisation, 2003.
2. Evaluation of the Scale, Causes and Costs of Waste Medicines, York Health Economics Consortium and The School of Pharmacy, University of London, 2010.
3. Costing statement: Medicines adherence: involving patients in decisions about prescribed medicines and supporting adherence. Available from:
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