



ABC Project Newsletter Issue n° 1 April 2009

Ascertaining Barriers for Compliance: policies for safe, effective and cost-effective use of medicines in Europe



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ABC Project is the EU-funded (7th Framework Programme of European Union) research initiative to improve patient compliance to medication in Europe involving 6 research centres: Medical University of Lodz (Poland), University of Aberdeen (UK), Bangor University (UK), Pharmionic Systems Ltd. (Switzerland), Keele University - NCP Plus (UK), Katholieke Universiteit Leuven (Belgium). The strategic goal of the project is to produce evidence-based policy recommendations for improving patient compliance, and thus raising the effectiveness of medications use by Europeans. Project's findings are expected to help health policymakers to take right decisions in order to minimize the negative impact of non-compliance. ABC Project was launched on January 1, 2009 and will run until December 31, 2011. www.ABCproject.eu

ABC Project Kick Off Meeting

The **ABC Project Kick Off meeting** hosted by the project coordinator, Medical University of Lodz, Poland, was held on January 9, 2009. The official opening by the Rector of MUL was followed by press conference led by Przemyslaw Kardas, Scientific Coordinator of the ABC Project. Consortium members were represented by Valerie Morrison and Emily Fargher from Bangor University (United Kingdom), Wendy Clyne from Keele University (United Kingdom), Fabienne Dobbels from Katholieke Universiteit Leuven (Belgium), Ian Gould from Aberdeen University (United Kingdom) and Jenny Demonceau and Bernard Vrijens from Pharmionic Systems Ltd. (Switzerland). The list of honorary guests included Roman Danielewicz from the Polish Ministry of Health, Anita Kucharska - European Commission Officer, Anna Pytko and Ewa Szkiladz from the Polish 7FP Contact Point. www.ABCproject.eu

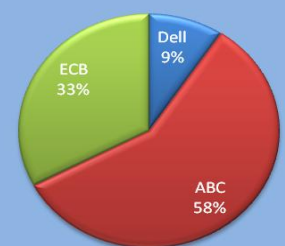


ABC Project Kick Off – voted most significant event of January in Lodz

ABC project kick off was voted the **event of the month** the Internet poll *Successful Lodz* organised by local *Toya TV*, the local branch of the most popular Polish newspaper *Gazeta Wyborcza* and *Eska* radio station. ABC project received more votes than two other competing events: locating new Dell unit in Lodz and opening the European Centre for Macro-, Micro-Molecular and Diagnostic Research.



Successful Lodz poll results



ESPACOMP symposium 10-11 September 2009

The European Society for Patient Adherence, Compliance, and Persistence is a non-profit association established to promote the science concerned with the quantitative assessment of what patients do with medicines they have been prescribed. Both the reasons for and the clinical and economic consequences of non-compliance, differences between caregivers' prescriptions and patients' execution of those prescriptions are the principal topics of research with which the Society is concerned.

This year's ESPACOMP meeting will be held on 10-11 September in Bangor, Wales. On September 11, 2009 ABC Project will coordinate a **European consensus meeting on taxonomy and terminology of patient compliance.**

www.ESPACOMP.eu

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Compliance-Adherence-Persistence Digest

The **CAP Digest** from the American Pharmacist Association and Pfizer U.S. Pharmaceuticals is an example of a valuable national compliance initiative, promoting ABC Project's topic of interest. The publication is targeted at pharmacists, aiming to increase their confidence about ability to intervene with patients in an effective manner. It provides pharmacists with an overview of compliance research and interventions, and suggests practical, time-efficient methods of working with patients to improve medication compliance. www.pharmacist.com



“Terminology Used in Medication Adherence Research Must Reflect Current Models of Health Care”

The letter by dr Lisa M. Hess from the Department of Public Health, School of Medicine, Indiana University–Purdue University Indianapolis to the editors of Value in Health is yet another voice from scientific community, calling for **standardised terminology in the field of medication adherence and persistence** and a proof of the need for ABC project research. In particular, the authoress urges International Society of Pharmacoeconomics and Outcomes Research (ISPOR) to “redefine their policy statement regarding definitions in keeping with the modern era of health-care research”. (**Value In Health, published Novemeber 2008**)

NICE guideline on patient compliance to medicines released

In January 2009 the **National Institute for Health and Clinical Excellence**, UK, published the **guideline** called Medicines Adherence: involving patients in decisions about prescribed medicines and supporting adherence, prepared by the National Collaborating Centre for Primary Care, Royal College of General Practitioners. The guidance is about enabling patients to make informed choices by involving and supporting them in decisions about prescribed medicines. It explains guidance from NICE to the NHS in England and Wales. www.NICE.org.uk

Need for uniform terminology on patient compliance

Journal of Antimicrobial Chemotherapy published the letter to the editor by Jochen W. L. Cals from Maastricht University Medical Centre that calls for **uniformity in reporting on compliance** with antibiotics for acute respiratory tract infections (ARTI) in order to increase transparency and improve comparability of data. The author proposes a defined set of outcome measures when using electronic monitoring to describe antibiotic compliance for ARTI to be applied in future studies. ‘Compliance data on chronic medication use are vast. Within the domain of short-term antibiotic compliance for ARTI, we now have the opportunity to provide standardization in reporting with the steadily increasing amount of evidence,’ argues the author. (**JAC, Advance Access published February 24, 2009**)

Patient adherence and persistence with oral anticancer treatment

The article by Kathryn Ruddy, Erica Mayer and Ann Partridge from Brigham and Women’s Hospital, Dana-Farber Cancer Institute, Boston, MA in the latest Cancer Journal for Clinicians (Vol. 59 Jan/Feb 2009): *Patient adherence and persistence with oral anticancer treatment* argues that given the recent significant increase in the use of oral therapies in cancer management, an understanding of patients’ adherence to and persistence with oral therapy is crucial. Nonadherence and early cessation may be substantial barriers to the delivery of valuable therapies, and may impair health. The authors also state that further research is needed to explore the predictors of nonadherence and to develop better methods for measurement and intervention. The online version of this article is available at: <http://caonline.amcancersoc.org/cgi/content/full/59/1/56>

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European Networking Event "Successful R&D in Europe" in Düsseldorf

ABC Project was presented by the representatives of the Polish team at the first **European Networking Event "Successful R&D in Europe"** organized on 4 March 2009 by the Ministry of Innovation of the State of North Rhine-Westphalia and NRW.Europa in Düsseldorf. The attendance of high-ranking keynote speakers: Prof. Jerzy Buzek, former Prime Minister of Poland and Member of the European Parliament and Prof. Andreas Pinkwart, NRW's Minister for Innovation helped the event achieve its objective of bringing together a large number of universities, research institutions and SMEs from North Rhine-Westphalia with partners from other European countries in order to initiate new European research networks. Over 120 participants came from North Rhine-Westphalia and about 80 from other EU Member States took part in the event. frp.nrw.de/network



Prof. Jerzy Buzek, former Prime Minister of Poland and Member of European Parliament and Prof. Andreas Pinkwart, NRW's Minister for Innovation

IAPAC conference on HIV Treatment Adherence

Adherence to medical treatment for HIV/AIDS is an essential determinant of treatment success or failure. The **4th International Conference on HIV Treatment Adherence** 5-7 April 2009 in Miami, Florida organized by International Association of Physicians in AIDS Care (IAPAC) brought together healthcare providers, researchers, government agencies, and patients wishing to learn more about measurement, determinants, and interventions for HIV treatment adherence - complex challenges requiring multidisciplinary cooperation among above stakeholders. ABC project was represented at the conference by Bernard Vrijens from Pharmionic Ltd. www.IAPAC.com



ABC at Research Connection 2009 in Prague

ABC project will be presented at the conference and exhibition **Research Connection 2009** which will take place in Prague, Czech Republic, from 7 to 8 May under the Czech Presidency of the European Union. Designed to promote networking and integration of research activities in Europe, the event brings together scientists, industrialists and researchers. ABC Project was selected among other EU-funded projects for audio-visual exhibition. It was considered a merit that the project is coordinated by the EU new state. www.ec.europa.eu/research/rtd-2009



ISPOR Meeting in USA

Dyfrig Hughes from Bangor University will be making reference to the ABC project as part of the Special Interest Group on Medication Compliance and Persistence at the **14th Annual International Meeting of International Society for Pharmacoeconomics & Outcomes Research**, May 16-20, Orlando, Florida, USA. ISPOR is an international, educational and scientific organisation that promotes the science of pharmacoeconomics and outcomes research, and facilitates the translation of this research into useful information for healthcare decision-makers to ensure that society allocates scarce health care resources wisely and efficiently. www.ISPOR.org

Interactive webcast on patient compliance

A highly innovative form of web-based interactive seminar, targeted at pharmaceutical industry, on measuring patient compliance to build brand value has recently been advertised in Pharmaceutical Executive Magazine by Quintiles Innovex Corp. It may be a proof of the rising awareness of the importance of non-adherence issue.

www.pharmexec.findpharma.com

An advertisement for a webcast titled "USING PATIENT ADHERENCE PROGRAMS to Prove the Value of your Brands for today's Payor Marketplace". It features a woman in a white lab coat and a stethoscope. The text includes "Friday, January 30, 2009 12:00 PM ET" and a description of the program's focus on patient adherence and payor brand selection. Logos for Quintiles and Innovex are visible on the right side.

Pharma is facing a new reality: As never before, key customers—from prescription drug plans to government to large medical practices—are demanding data on patient outcomes. As pharma companies scramble to meet these new expectations many are ignoring a powerful data source that they may already have developed: their own patient adherence programs.

In this program, you will
Discover the criteria payors rely on brand selection
Learn how your colleagues are

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Swiss partner presenting ABC at BeAPP conference

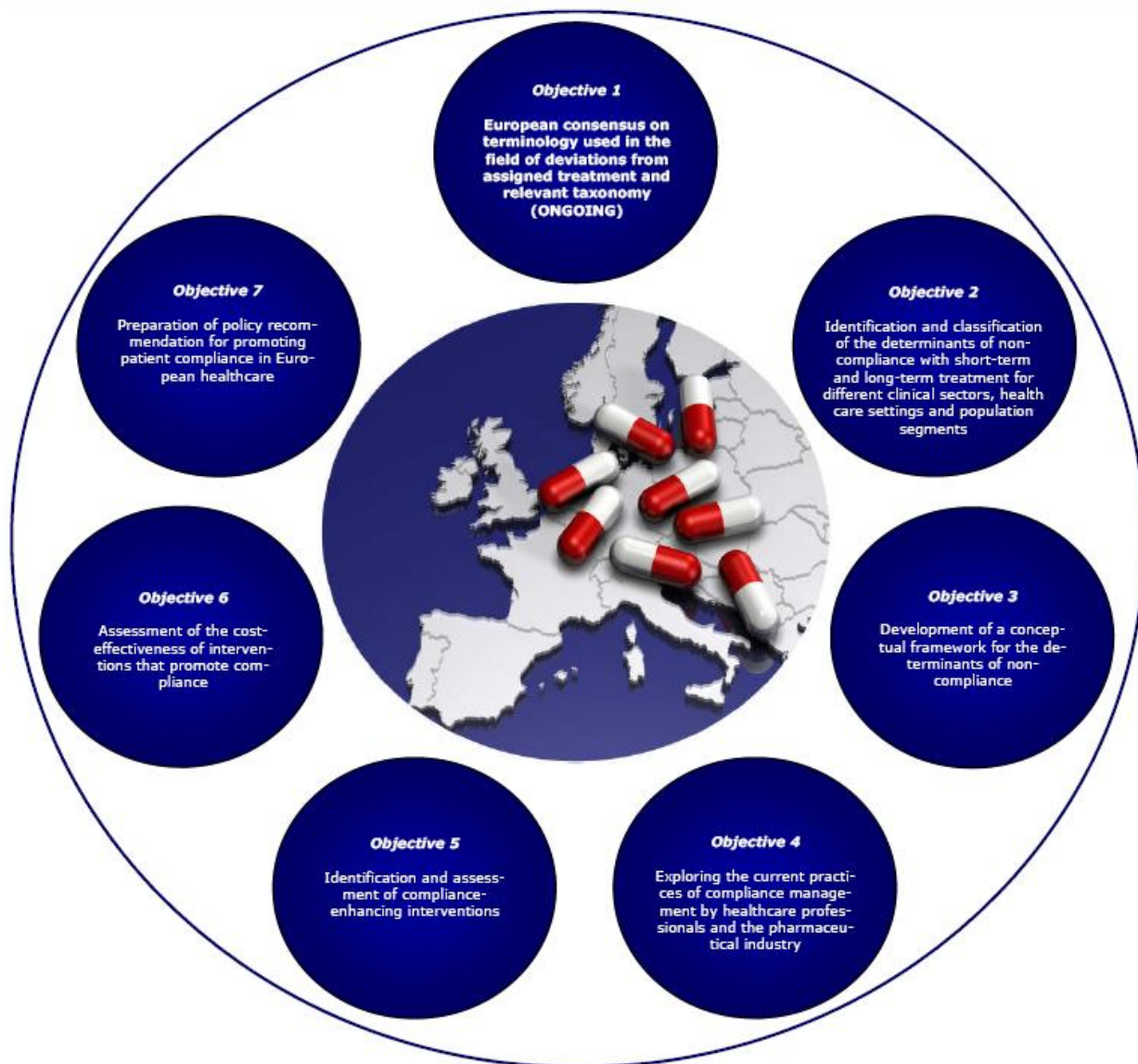
ABC poster was presented at the **Belgian Association of Pharmaceutical Physicians meeting** by researchers from Pharmionic Ltd. from Switzerland. The third edition of the BeAPP focused on *2020 New Frontiers in Therapy: the Challenge for Pharmaceutical Medicine* and took place on the 19th March 2008 in Brussels. www.beapp.be

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policies for safe, effective and cost-effective use of medicines in Europe

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IN SUMMARY

The ABC Project is a newly begun European initiative to produce policy recommendations on strategies to improve patient compliance with prescribed therapies. The Project's findings may help health policymakers to take right decisions in order to minimize the negative impact of ineffective compliance.

7th Framework Programme of European Union

ABC Project – European initiative to improve patient compliance



www.ABCproject.eu



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