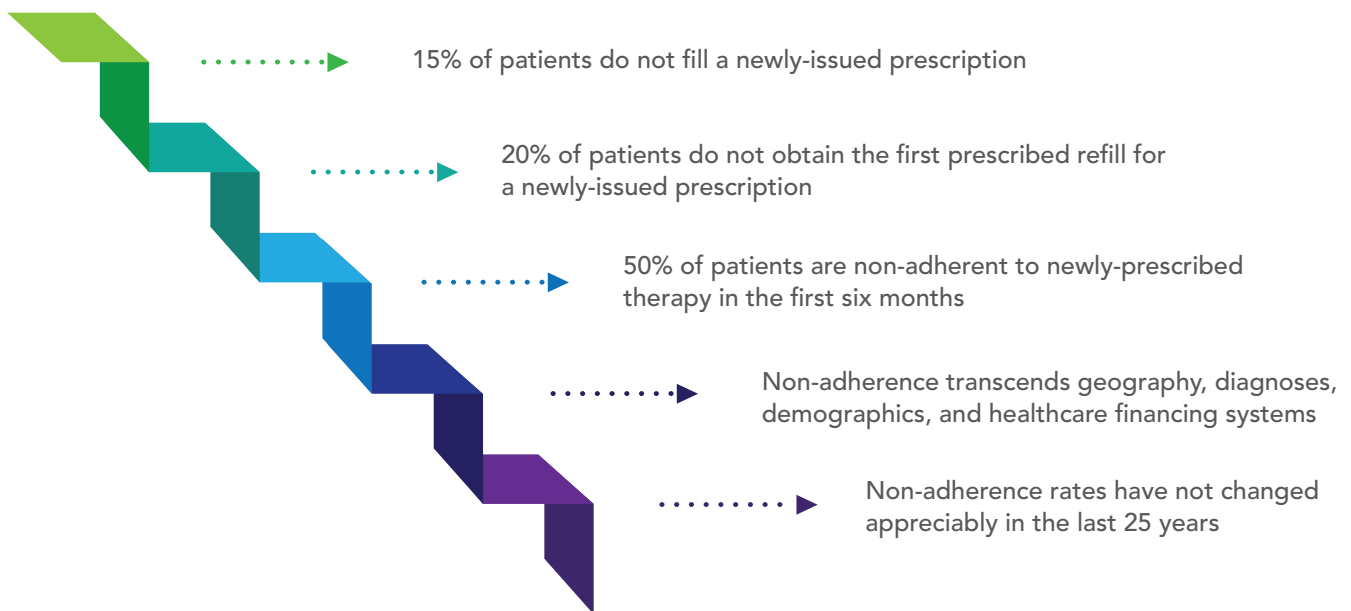


Medication Non-Adherence is a Vexing Challenge for Manufacturers

Non-adherence to prescription medications is a problem of international importance that knows no demographic, geographic, or political boundaries. It affects every therapeutic area and every drug manufacturer in every country worldwide. Evidera's multidisciplinary team of expert researchers offers a wide array of scientific services to help manufacturers understand the breadth and depth of challenges they face and the myriad types of evidence-based research that can provide actionable insight into adherence value messaging and solutions.

The Challenges Facing Drug Manufacturers

The Facts



The Results

The cost in reduced sales for drug manufacturers attributed to non-adherence is **\$250 billion annually for the U.S. market** and **\$637 billion annually globally.**¹

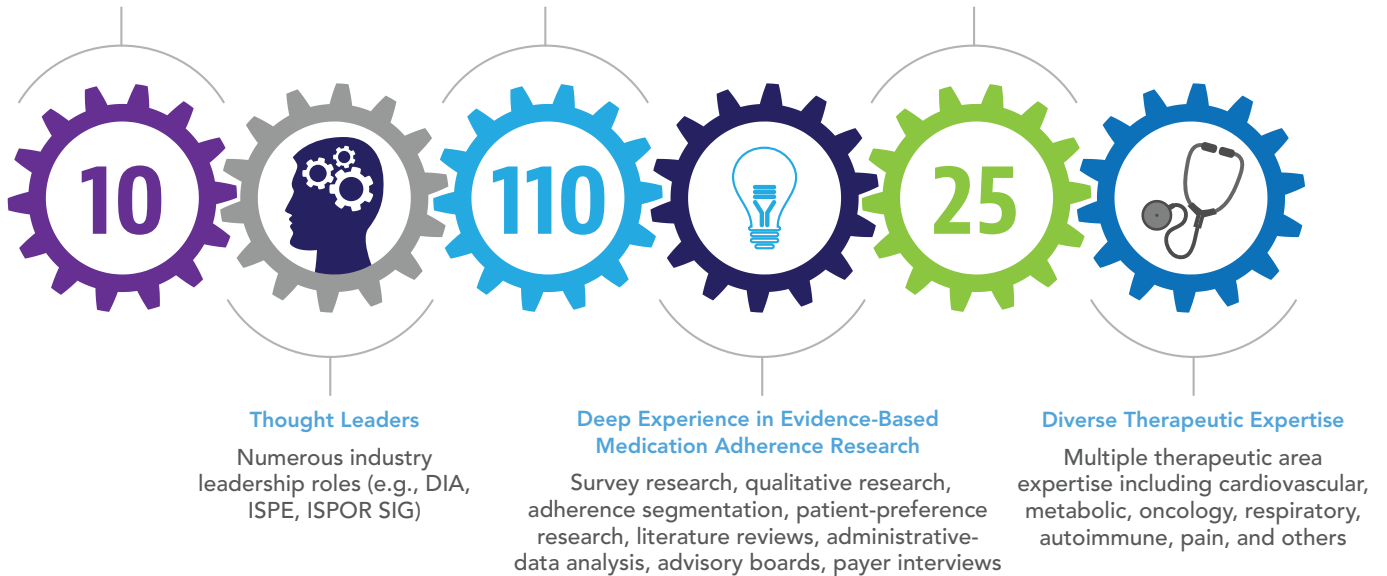
¹ HealthPrize Technologies. Press Release. Pharmaceutical Companies Lose \$637 Billion in Revenue Annually Due to Medication Nonadherence. Estimated Annual Global Pharmaceutical Revenue Loss Report Published by Capgemini and HealthPrize Technologies. Updated Nov. 16, 2016. Available at: <https://healthprize.com/about-us/press-releases/pharmaceutical-companies-lose-637-billion-revenue-annually-due-medication-nonadherence/>. Accessed Feb. 6, 2018.

Why Evidera for Medication Adherence?

Multidisciplinary experts in adherence/persistence, with many other scientists available to deliver evidence-based science

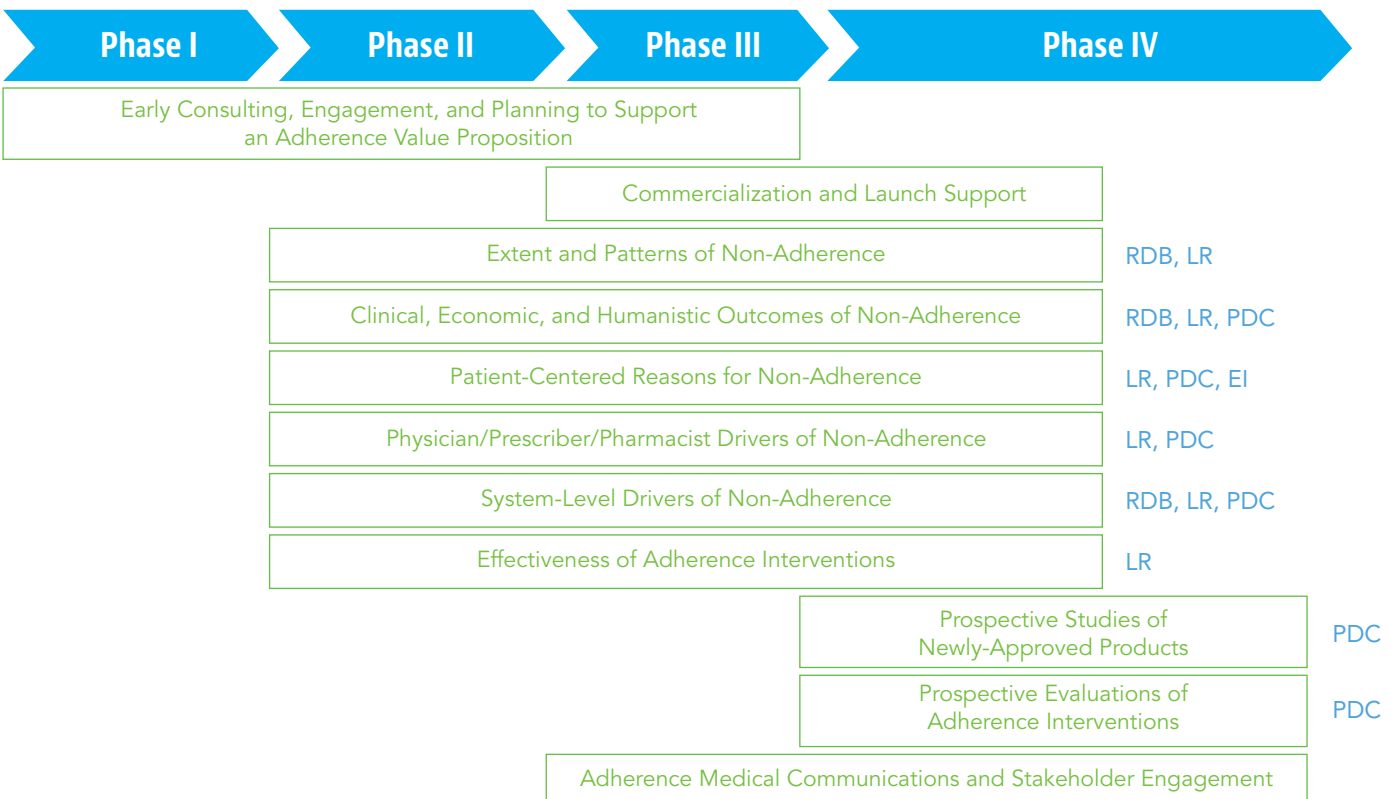
Published studies in medication adherence

Collective years of experience in medication adherence/persistence



Medication Adherence Planning Across the Product Lifecycle

Evidence-based research, strategies, and tactics for medication non-adherence can, and should, take place across the entire product lifecycle. Evidera delivers on its deep scientific expertise throughout all phases of product development and market access with a broad armamentaria of state-of-the-art, cross-cutting research and services.



RDB = retrospective administrative/claims database LR = literature review PDC = primary data collection/analysis EI = RCT exit interviews