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a:care

A:CARE CONGRESS

Introducing the my a:care motivational solution

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Professor of Health Behavior & Health Education & Director of the
Center for Managing Chronic Disease at Ann Arbor
Michigan, US

my a:care is Abbott's latest digital coach to support patients' adherence to medication

my a:care **motivates** the patient using proven behavioral science methods



my a:care helps patients become more conscious of how their **medication is being expended** over time



my a:care **reminds** the patient to take medication as prescribed



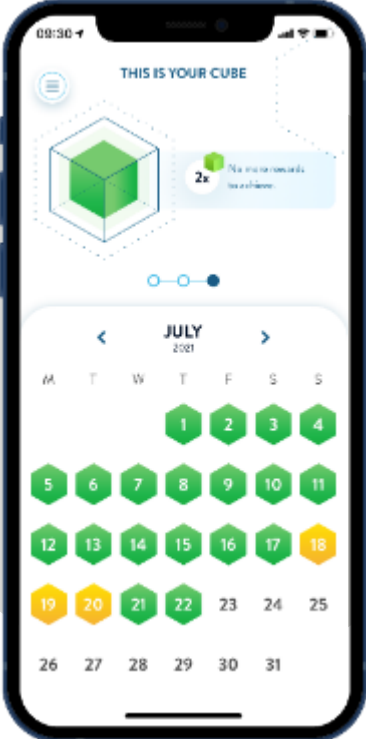
my a:care provides **trusted health information** for patients



my a:care helps the patient to **visualize** progress, even with asymptomatic conditions



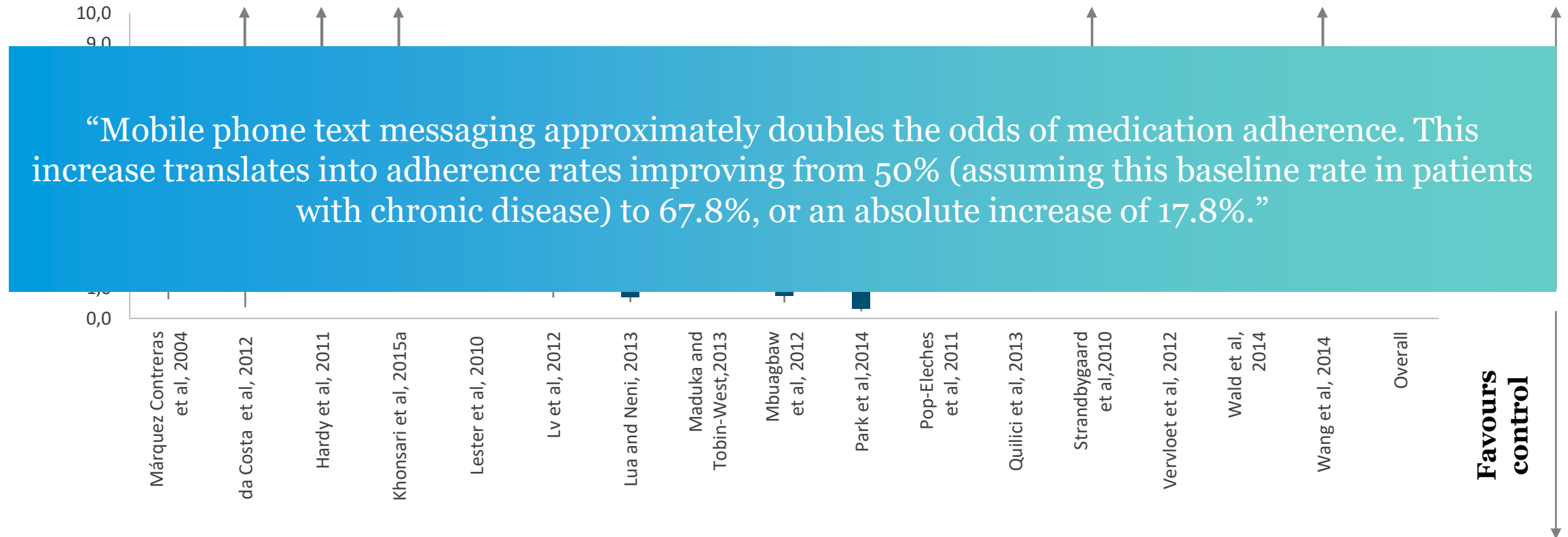
my a:care respects patients' **privacy**



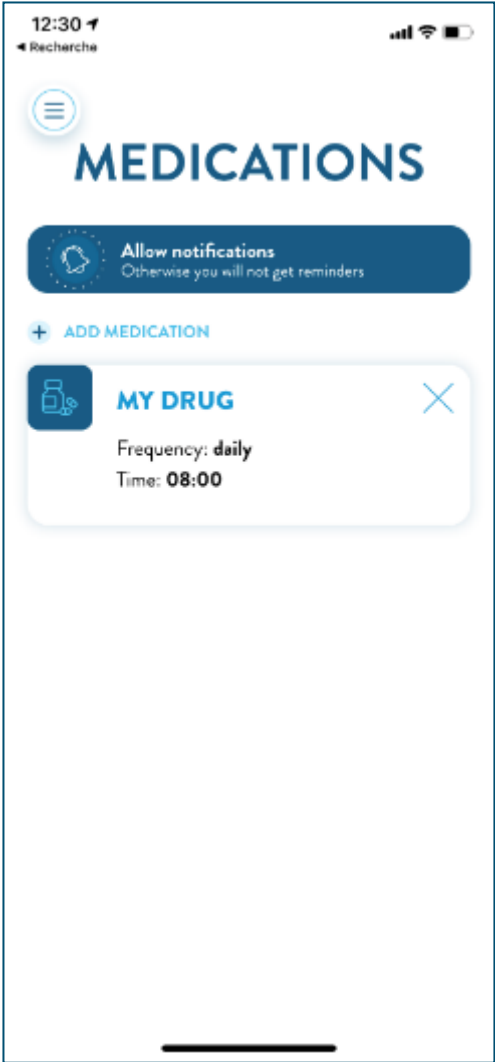
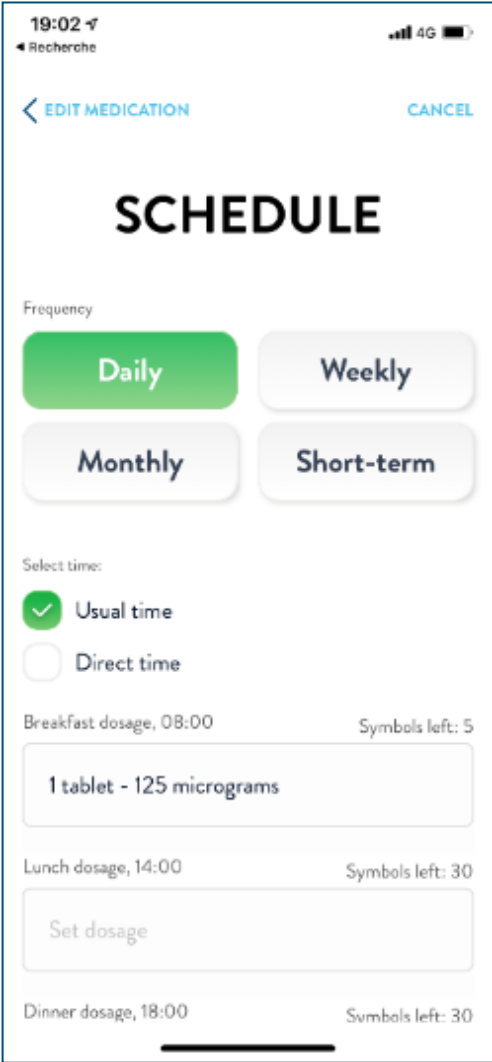


Medication Reminders

Randomized trials have shown that text message adherence reminders are effective



my a:care reminds patients to take their medication



my a:care harnesses the power of self-monitoring and feedback



...the use of pedometers has a moderate and positive effect on the increase in physical activity in intervention studies.¹”



...High strength evidence supports a lower BP with the use of BP self-monitoring.²”



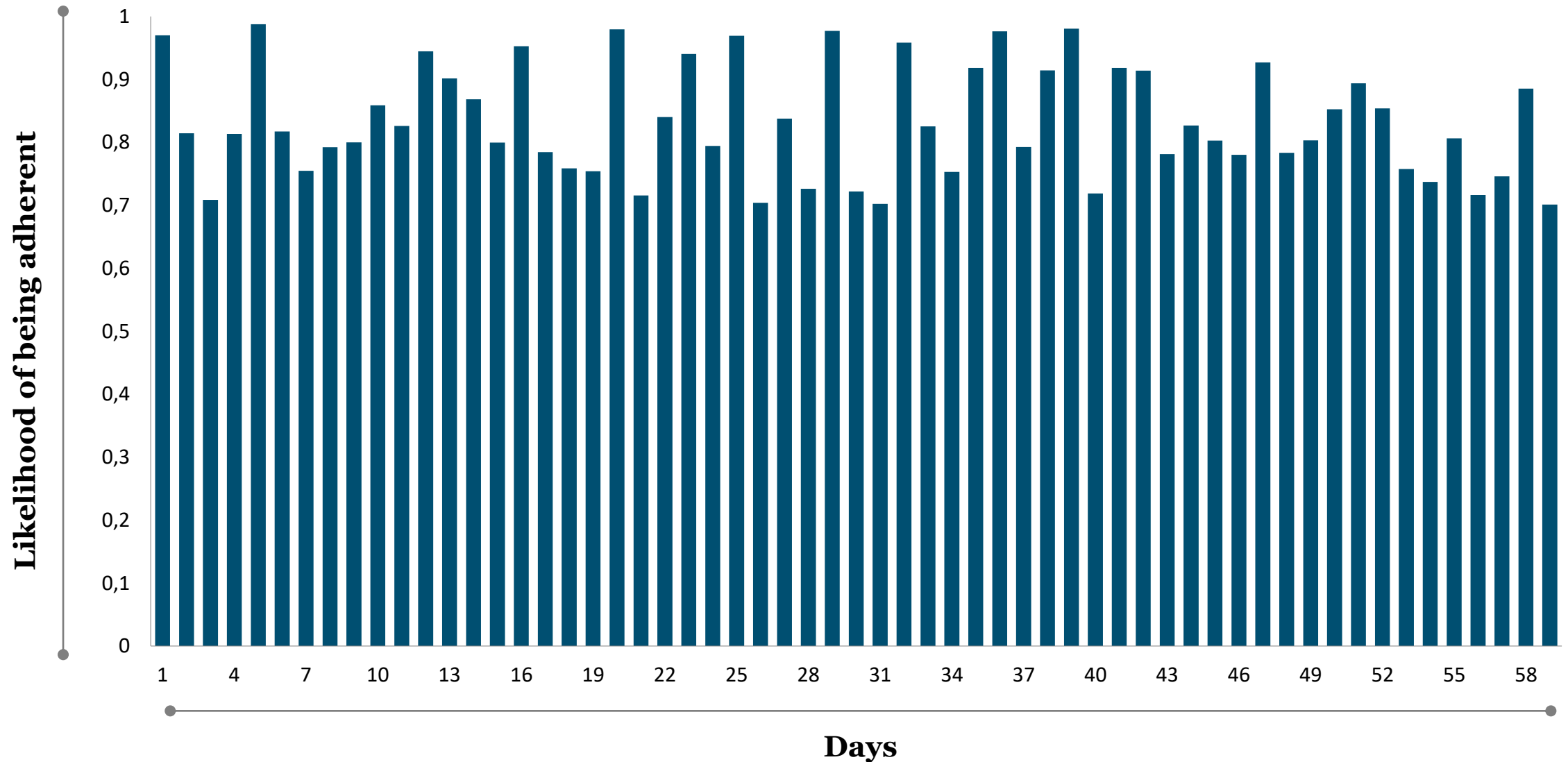
...In RCTs self-monitoring of blood glucose decreases HbA1c by .39% among T2DM patients not using insulin.³”

1. Kang M, Marshall SJ, Barreira TV, Lee JO. Effect of pedometer-based physical activity interventions: a meta-analysis. *Res Q Exerc Sport*. 2009 Sep;80(3):648-55. 2. Uhlig K, Patel K, Ip S, Kitsios GD, Balk EM. Self-measured blood pressure monitoring in the management of hypertension: a systematic review and meta-analysis. *Ann Intern Med*. 2013 Aug 6;159(3):185-94. 3. Welschen LM, Bloemendal E, Nijpels G, Dekker JM, Heine RJ, Stalman WA, Bouter LM. Self-monitoring of blood glucose in patients with type 2 diabetes mellitus who are not using insulin. *Cochrane Database Syst Rev*. 2005 Apr 18;(2):CD005060. Update in: *Cochrane Database Syst Rev*. 2012

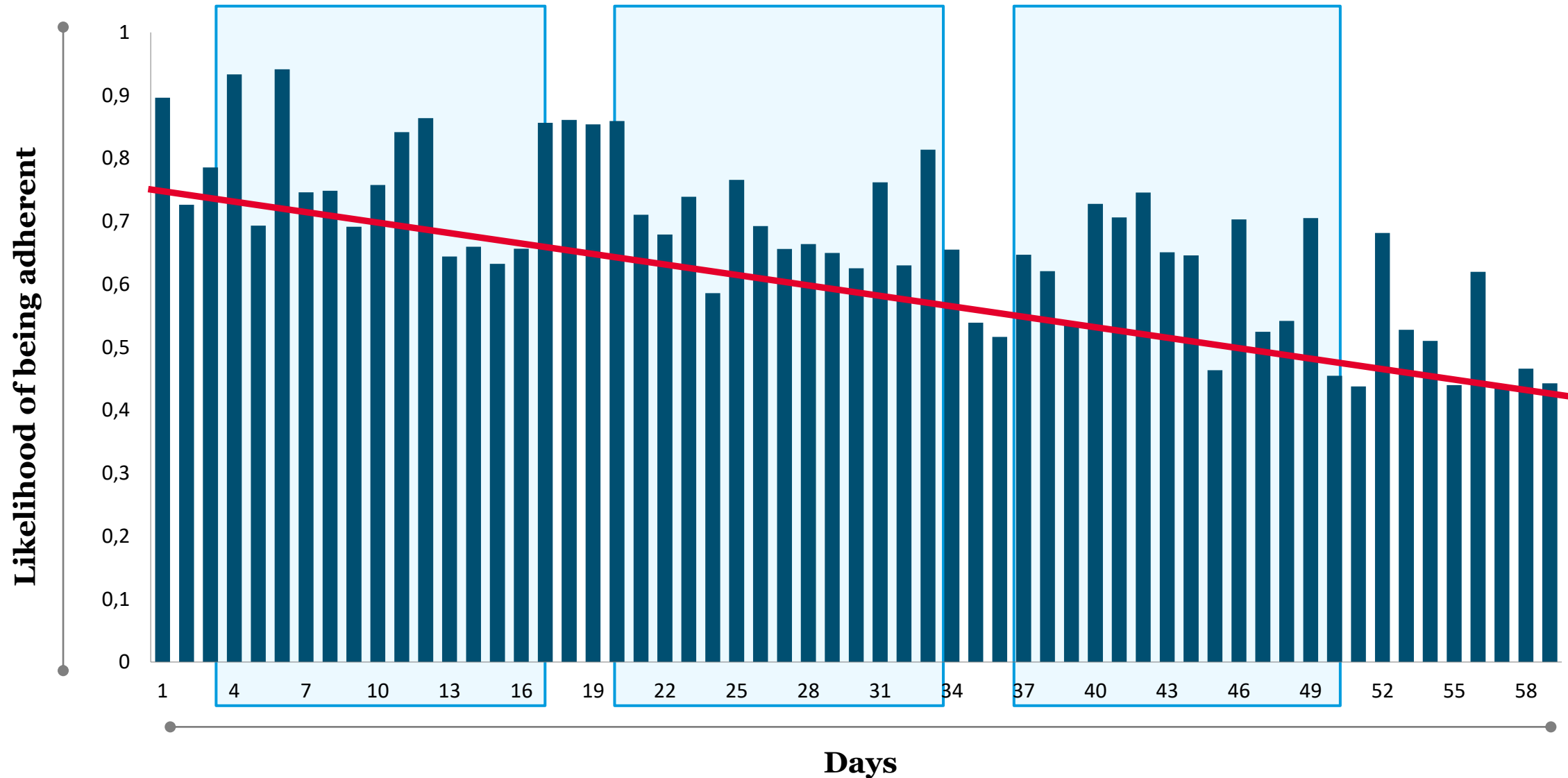
Both high- and low-frequency feedbacks are important



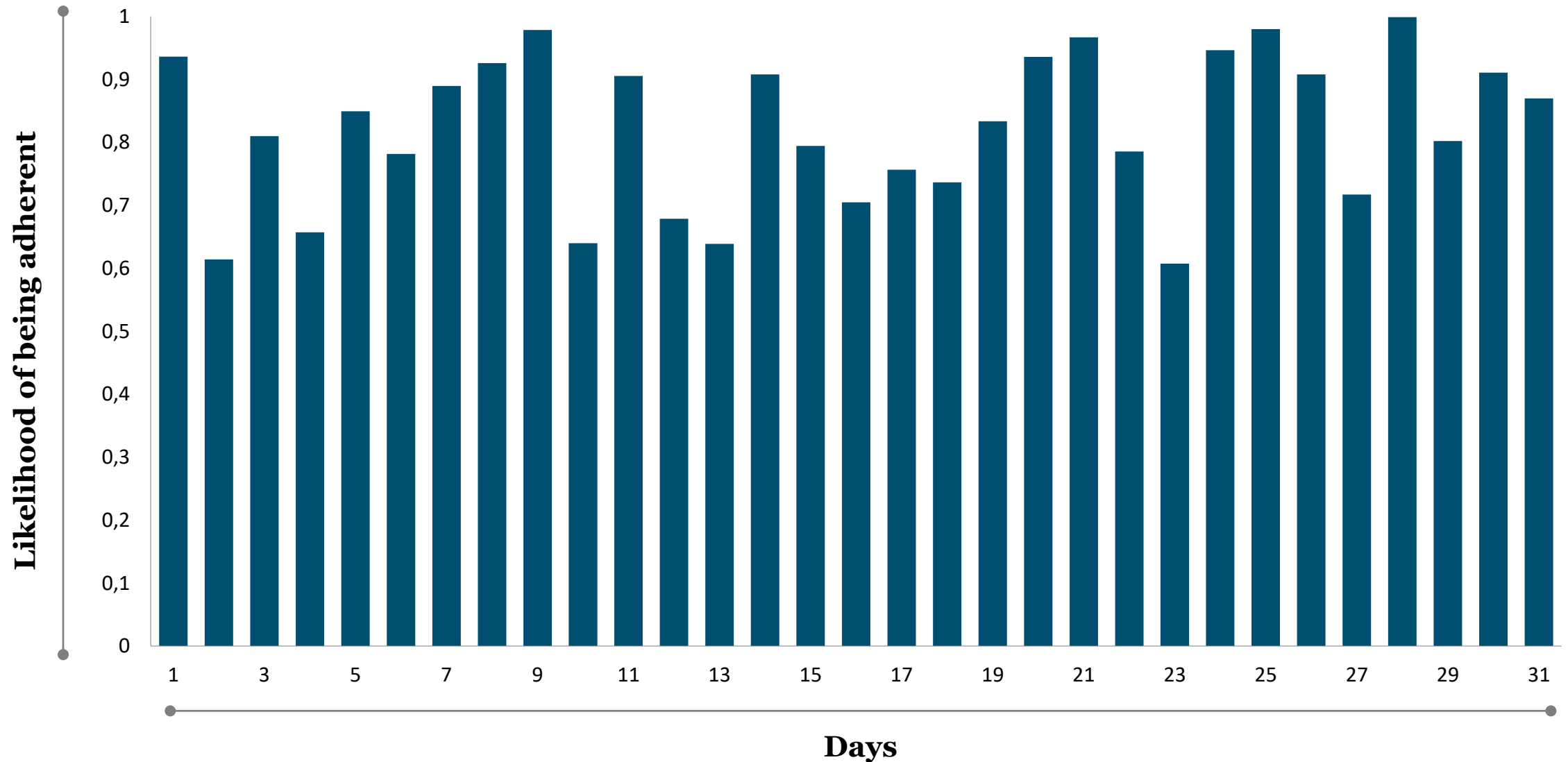
Patterns of patient adherence (hypothetical example)



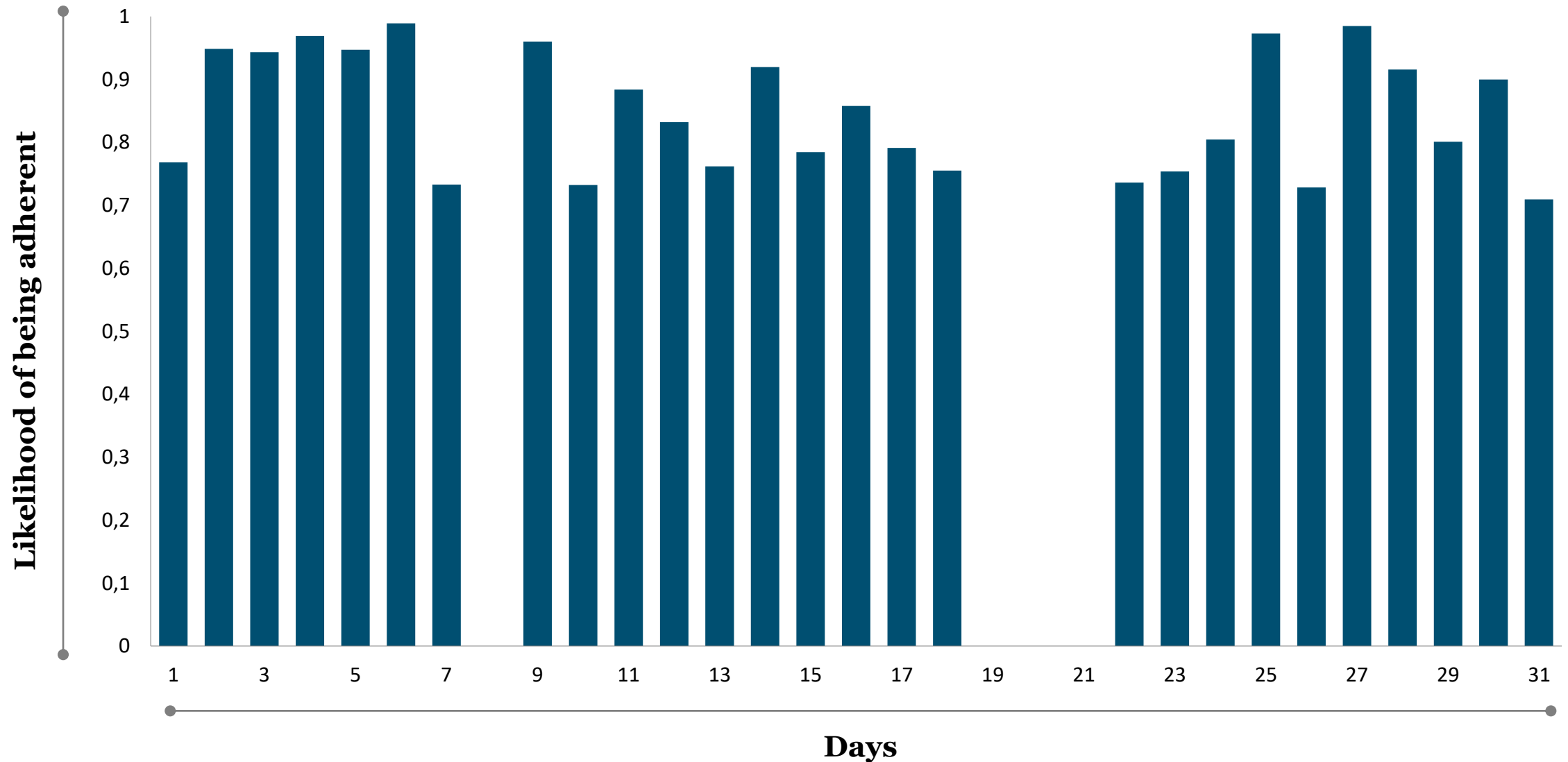
Patterns of patient adherence (hypothetical example)



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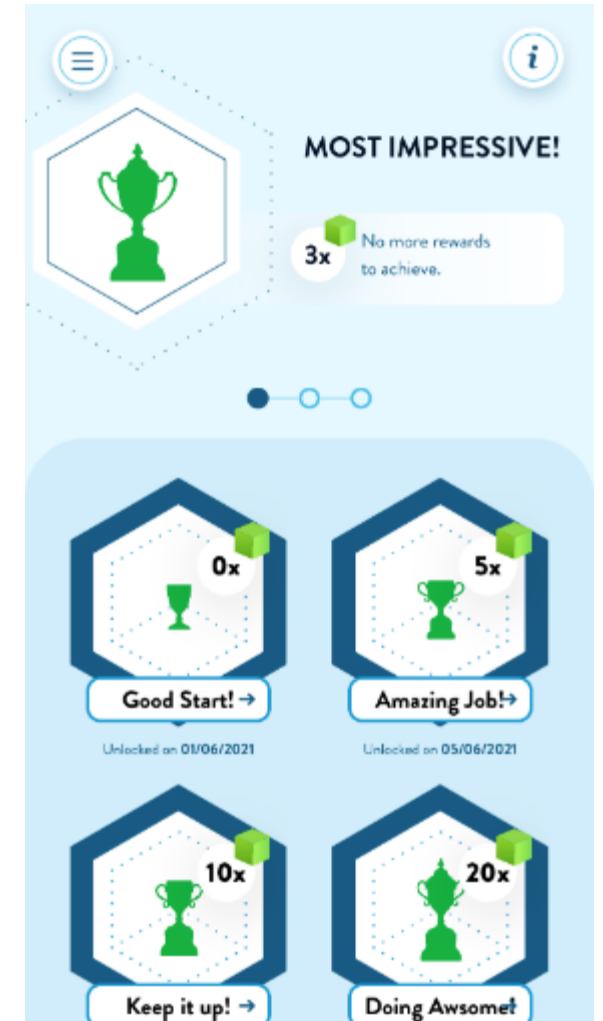
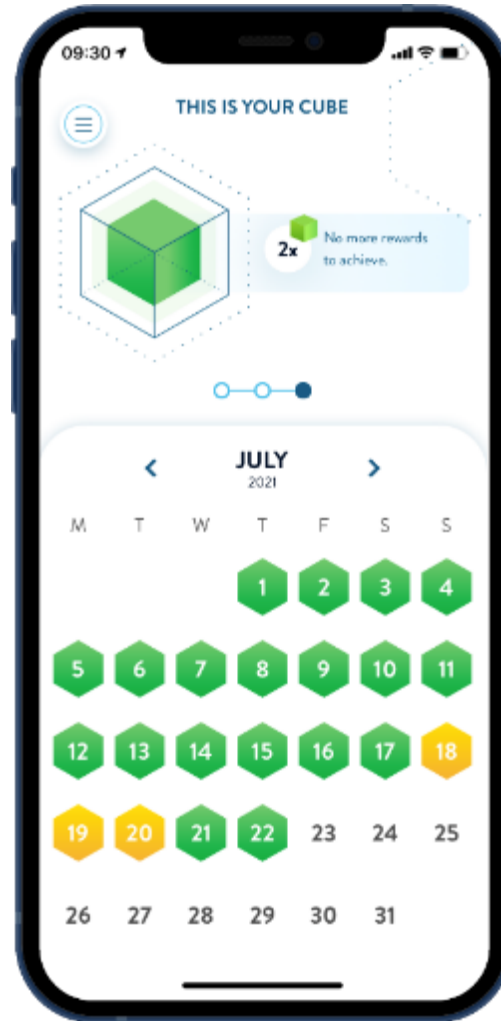
Patterns of patient adherence (hypothetical example)



Collecting green cubes unlocks virtual rewards



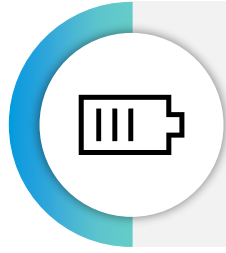
Virtual rewards aim at improving adherence to the app early on



The medication battery illustrates the evolution of the medication level in the patient's body



The battery features evolves faster than the cube, providing high-frequency feedback.



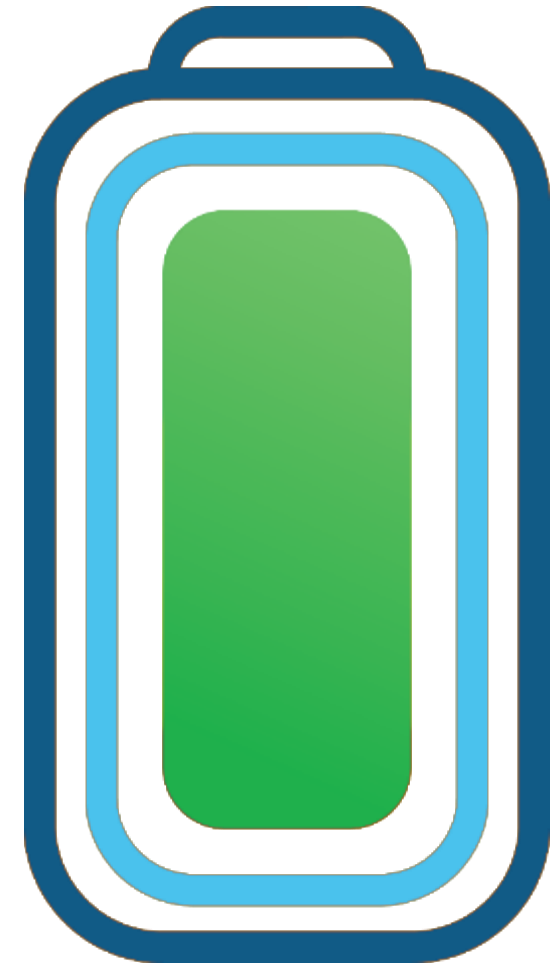
The battery is fully charged when the patient takes the medication.



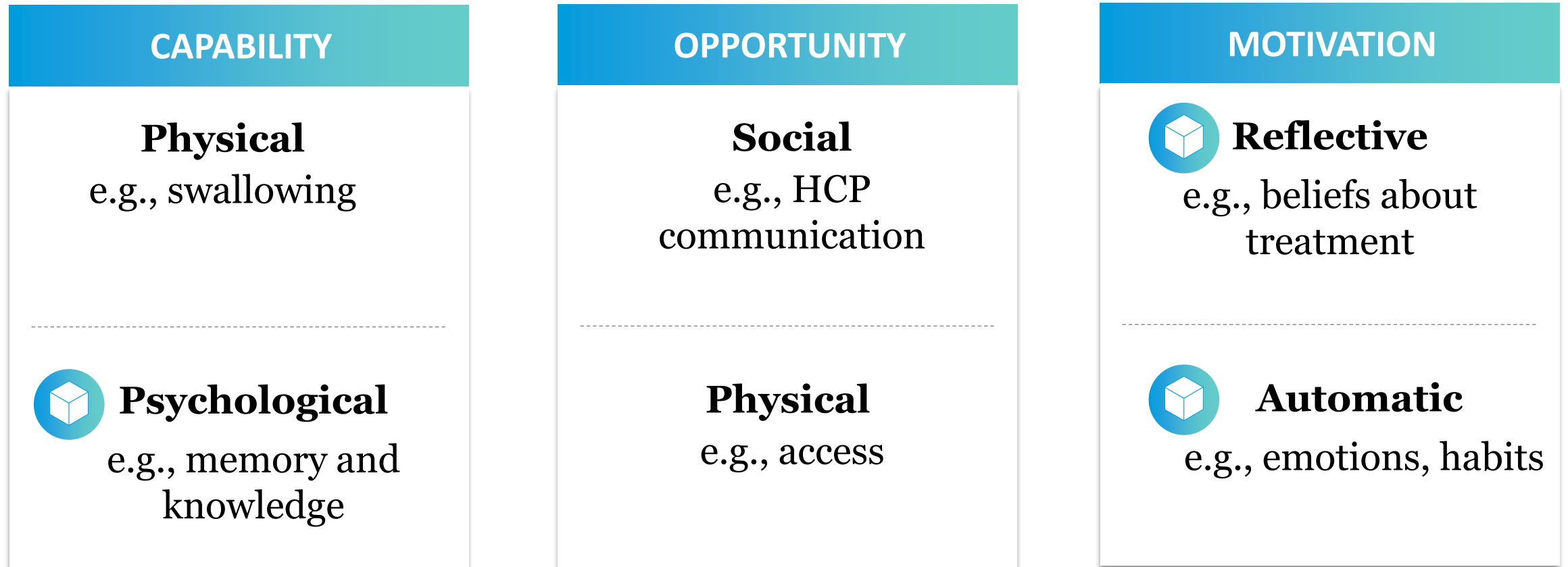
The battery discharges during the day until the next intake.



When the patient indicates taking the medication, the battery recharges.

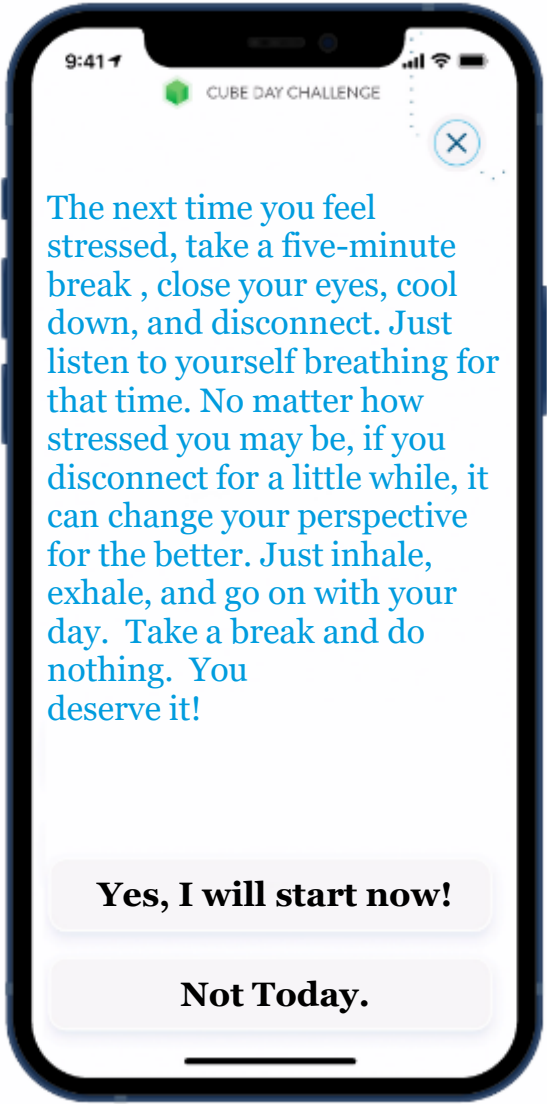
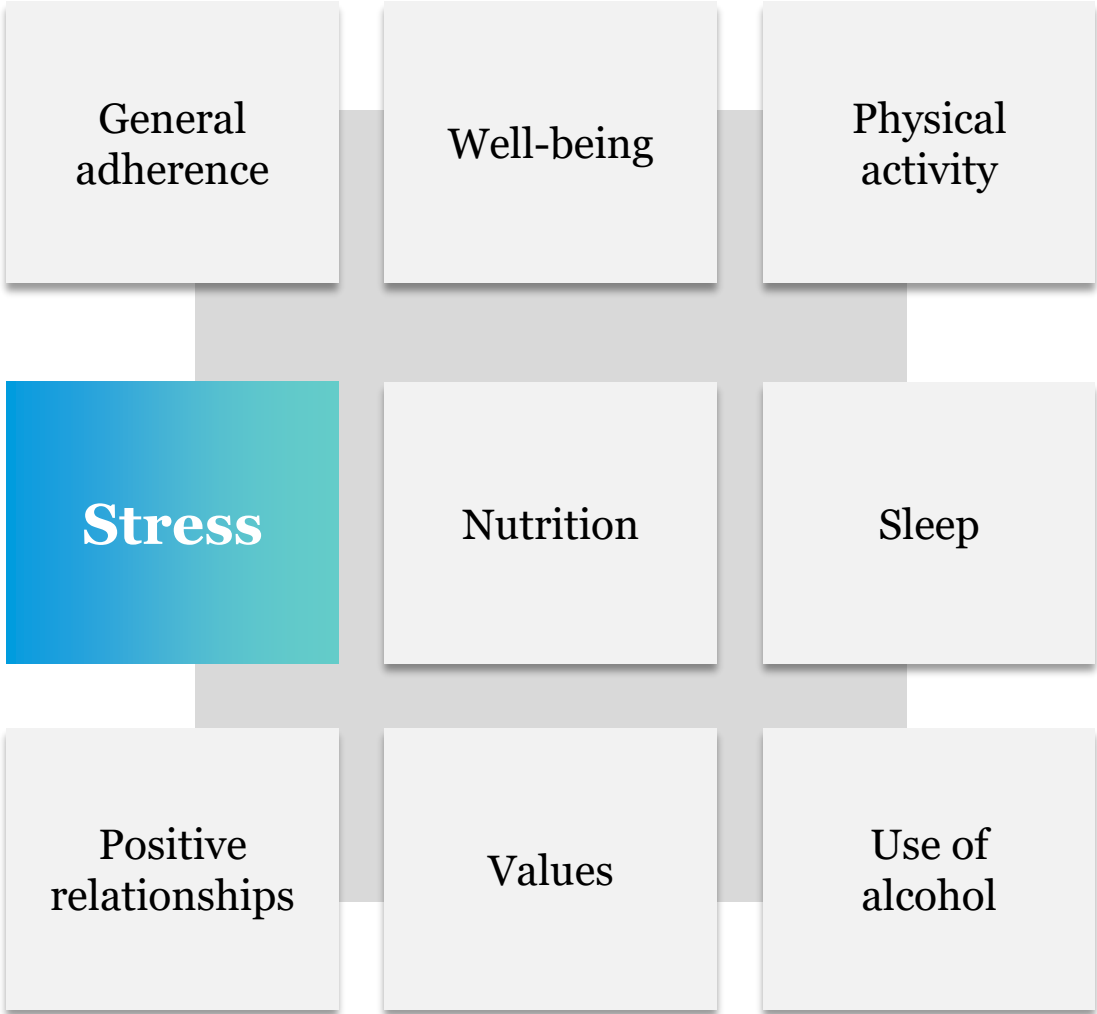


Building on evidence-based theory: COM-B¹ and CBT

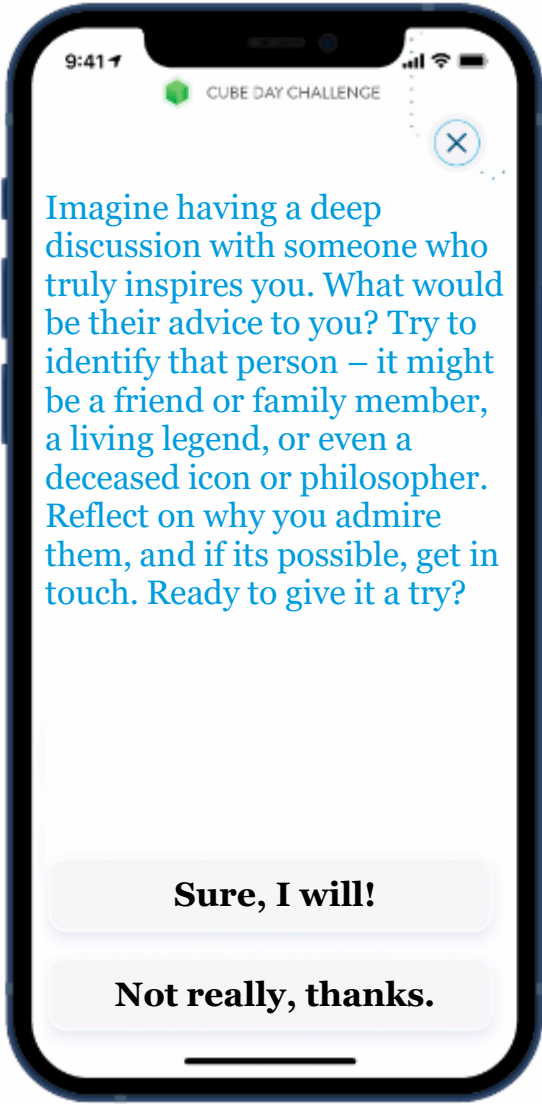
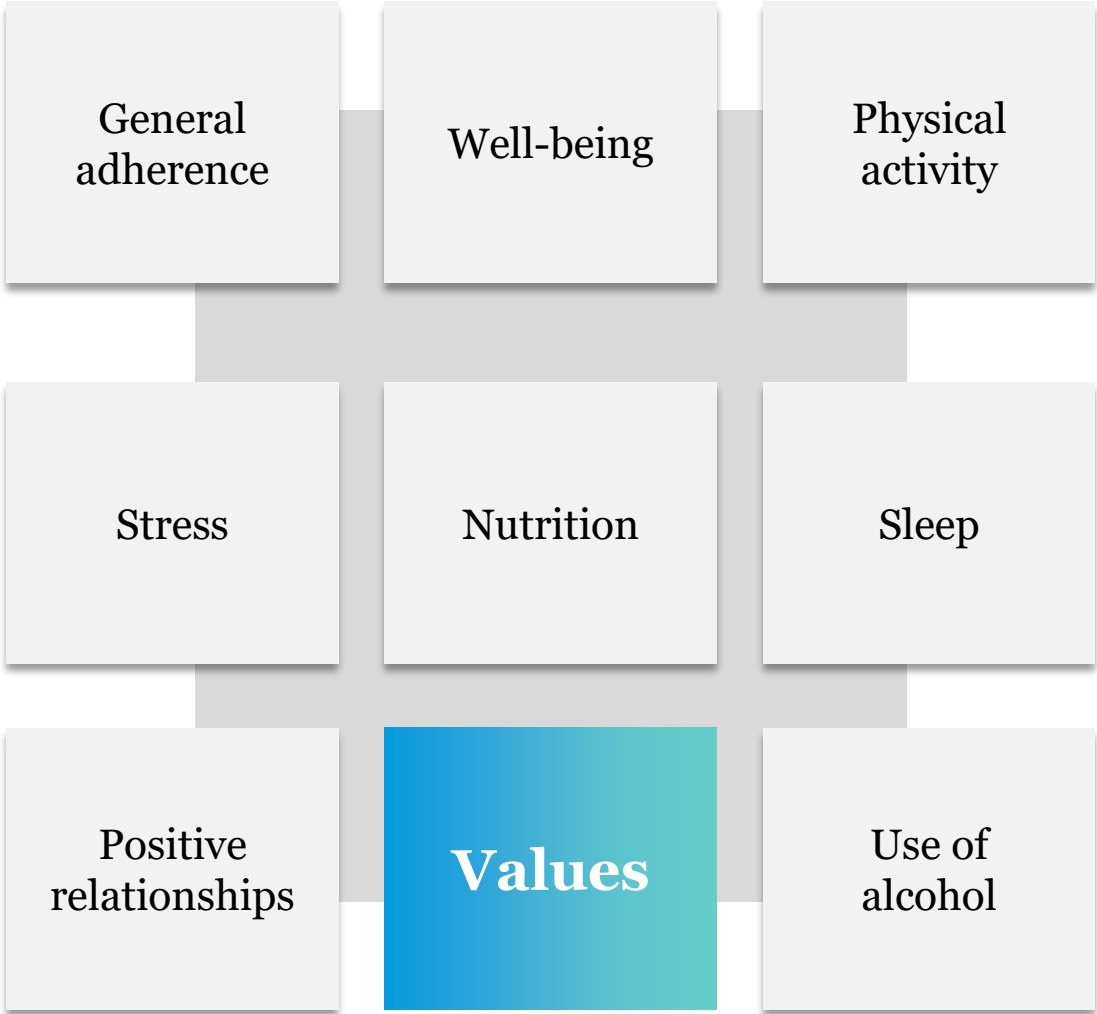


1.Christina Jackson, Lina Eliasson, Nick Barber and John Weinman: Applying COM-B to medication adherence: a suggested framework for research and interventions, *The European Health Psychologist*, Jan 2014

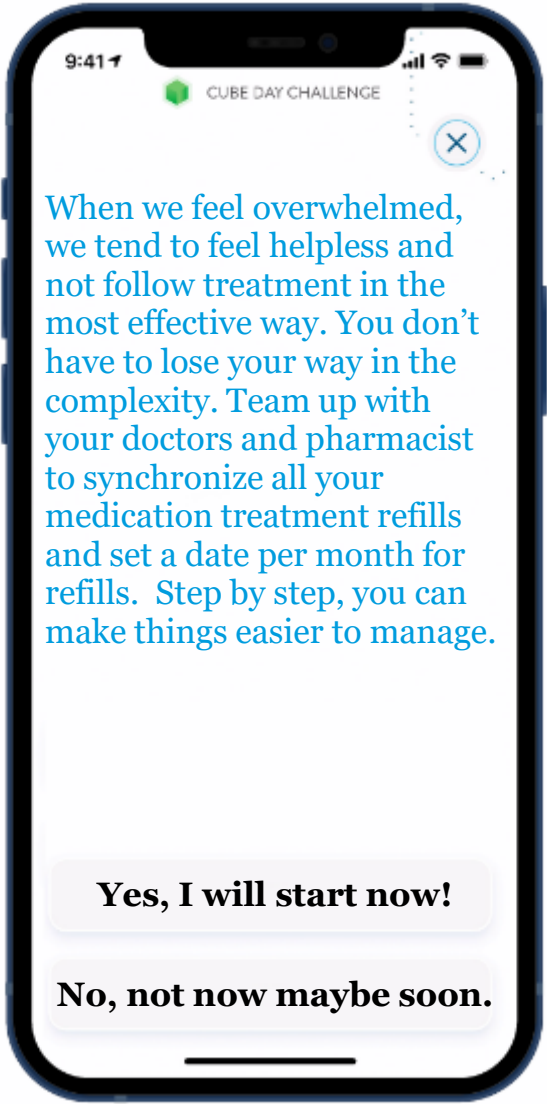
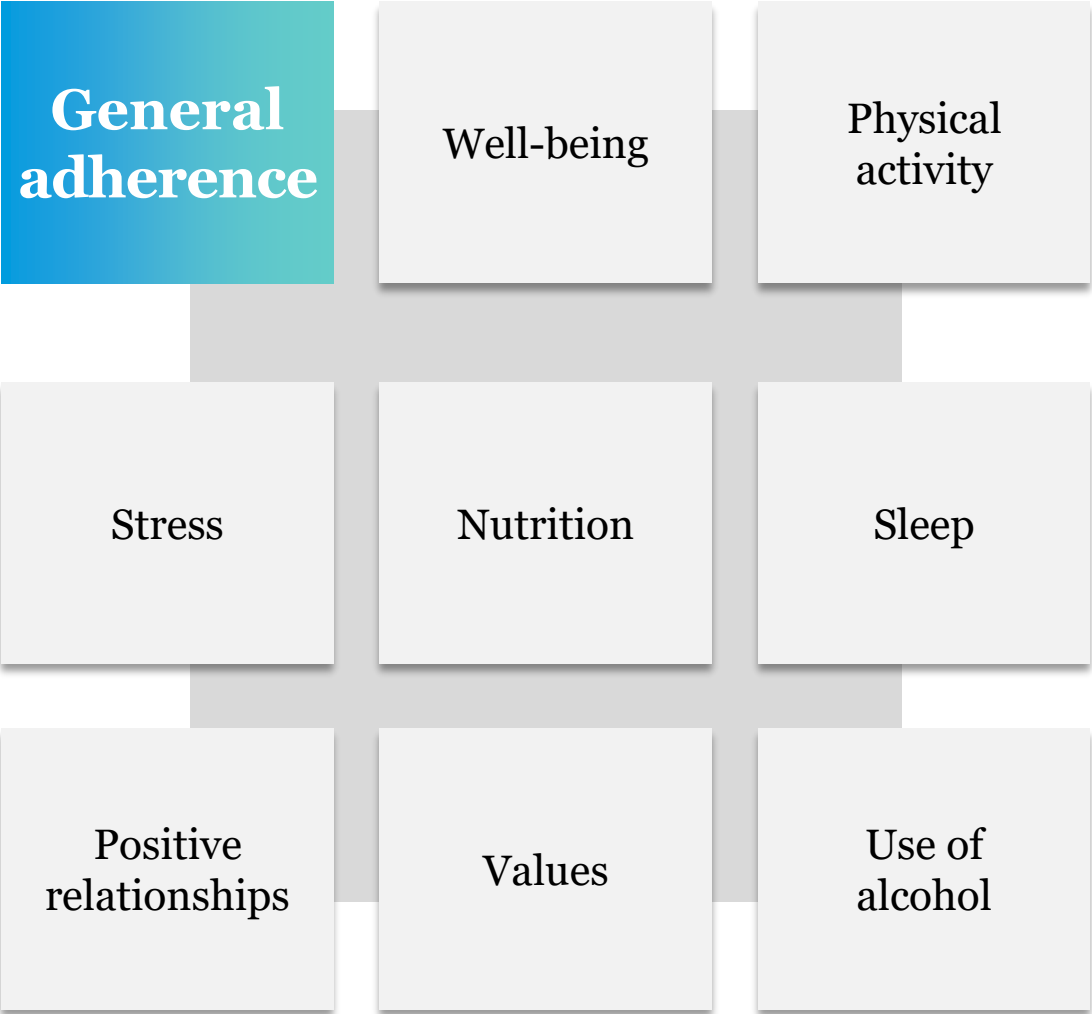
Assistance with "Cognitive Restructuring"



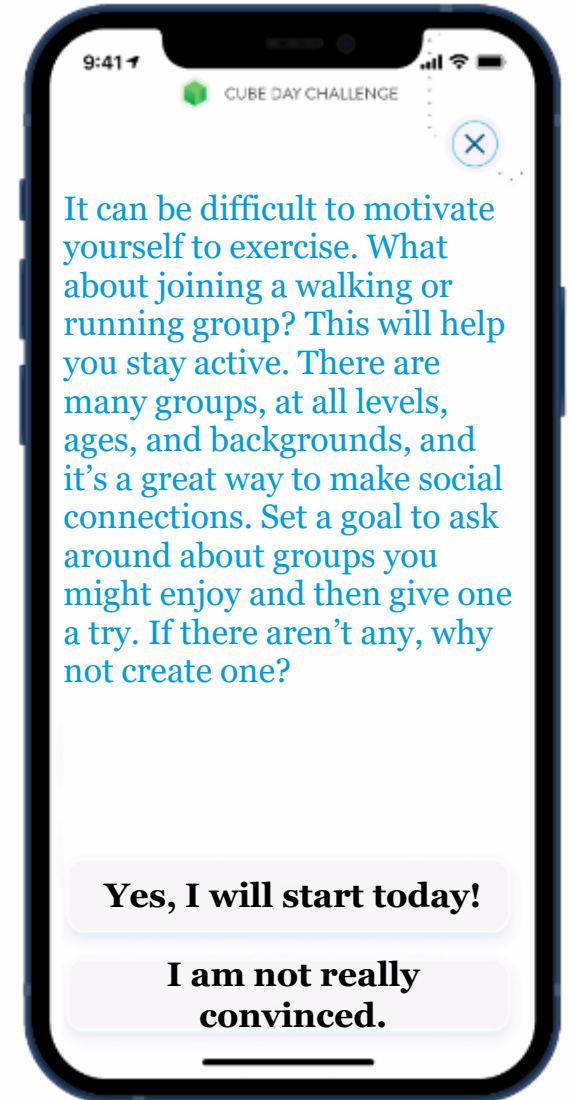
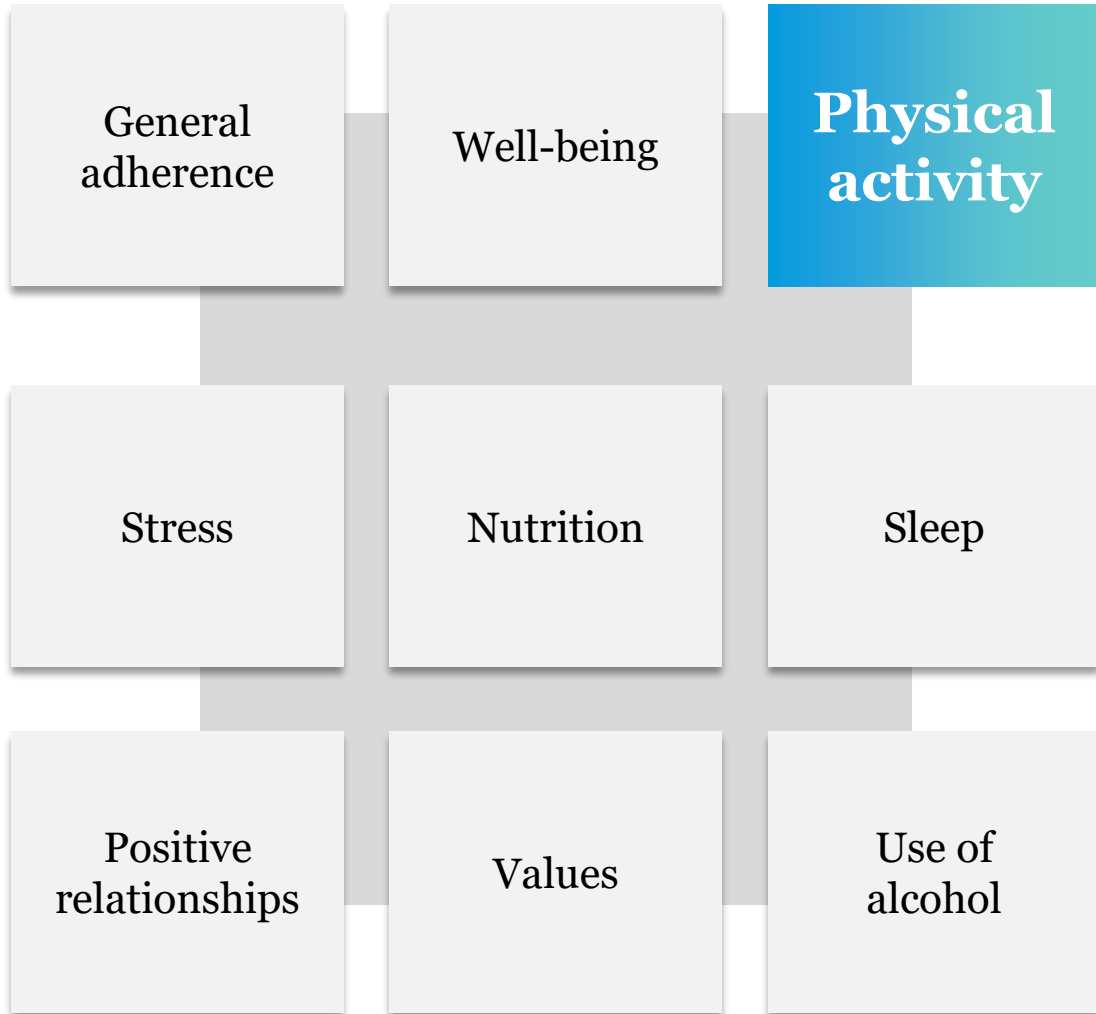
Assistance with "Cognitive Restructuring"



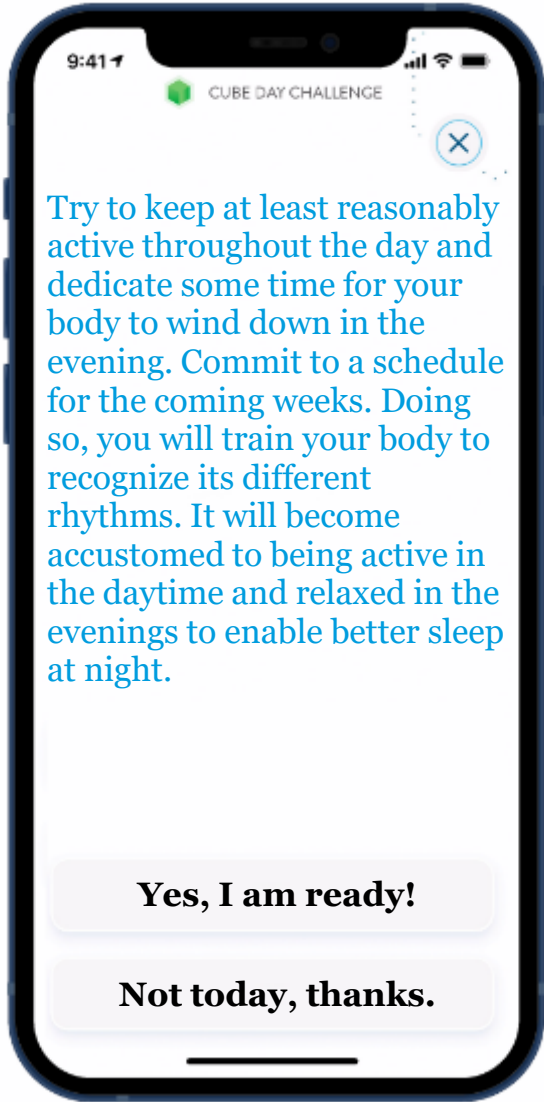
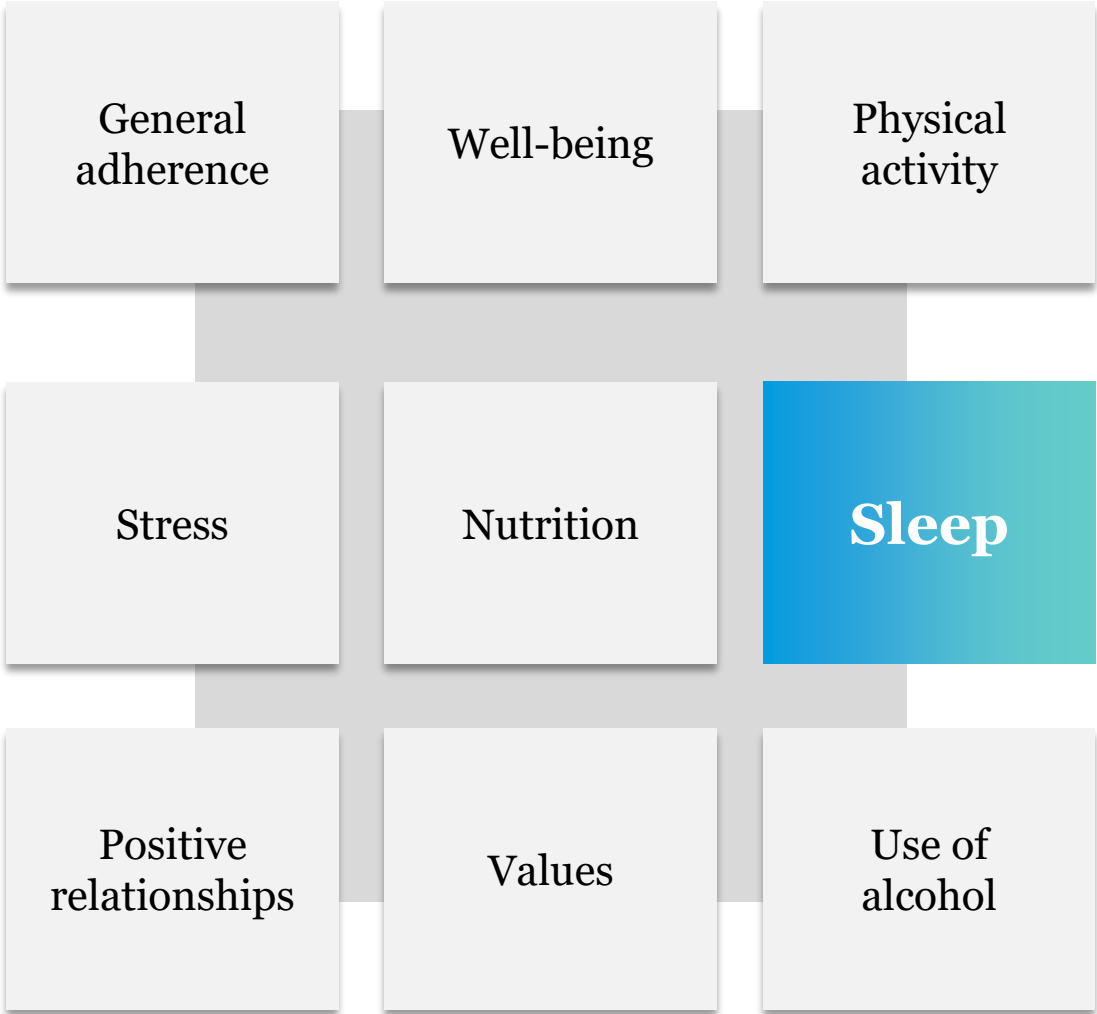
Assistance with "Behavioral Activation"



Assistance with "Behavioral Activation"



Assistance with "Behavioral Activation"



Motivating behavior change using “SMART” goals



Specific

Measurable

Attainable

Realistic

Time-

bound

Yes, I will start now!

No, not ready yet

my a:care serves as a collaborative laboratory, tailoring experiment behavioral interventions to the needs of providers and patients in a given country

