

Adherence to medical plans for older people

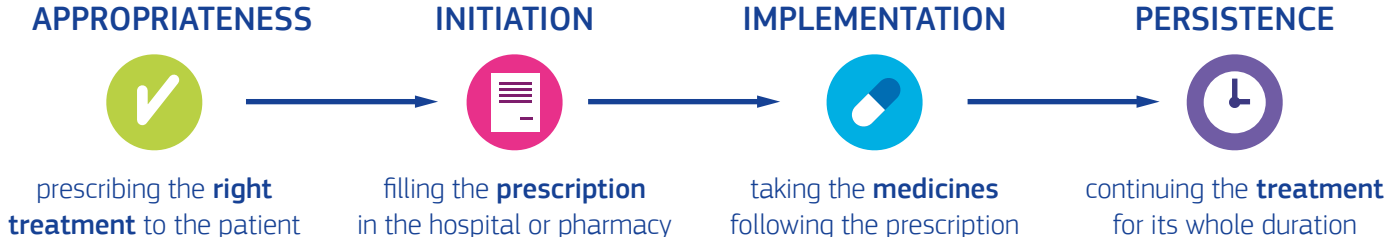
A European Innovation Partnership on Active and Healthy Ageing priority

WHAT IS ADHERENCE?

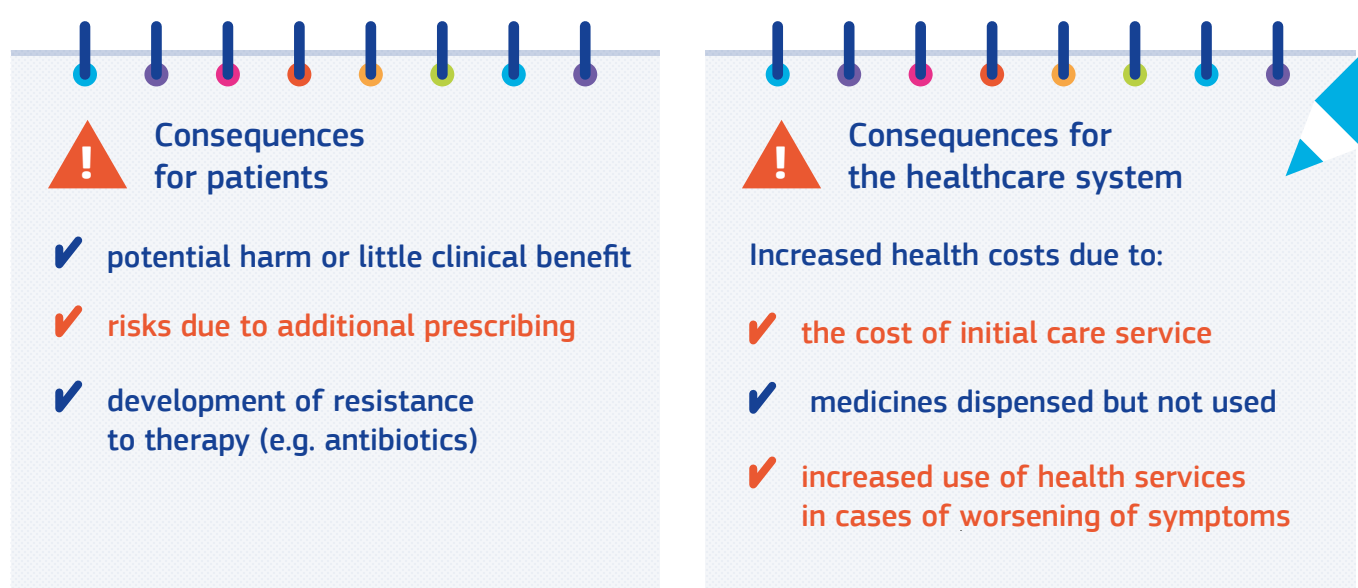
Adherence is the extent to which a person's behaviour corresponds with **agreed recommendations** from a healthcare professional. It encompasses:

- ✓ medication
- ✓ physical activity
- ✓ diet
- ✓ visits to health professionals

The overall adherence process consists of*:



WHAT HAPPENS IF PATIENTS DO NOT ADHERE TO THEIR MEDICAL PLANS?

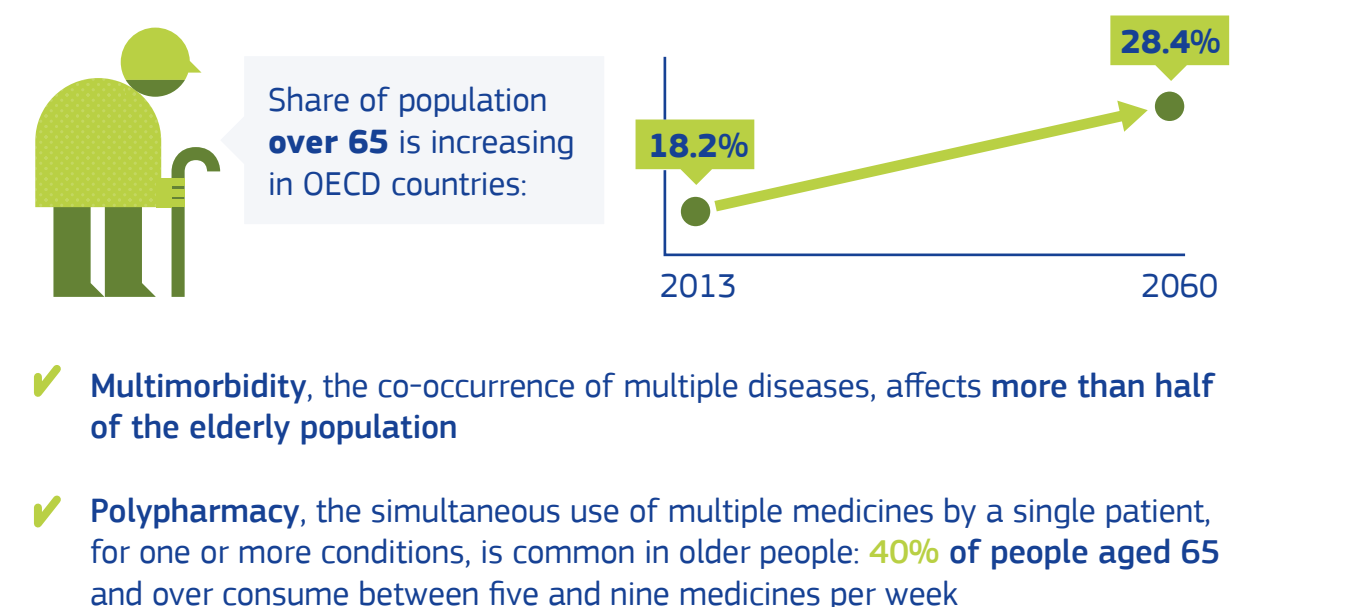


WHY ARE WE WORKING ON ADHERENCE...

ONLY 50% of patients typically take their medications as prescribed. **NEARLY 200,000** premature deaths per year among Europeans are related to non-adherence.

"Increasing the effectiveness of adherence interventions may have a far greater impact on the health of the population than any improvement in specific medical treatments"

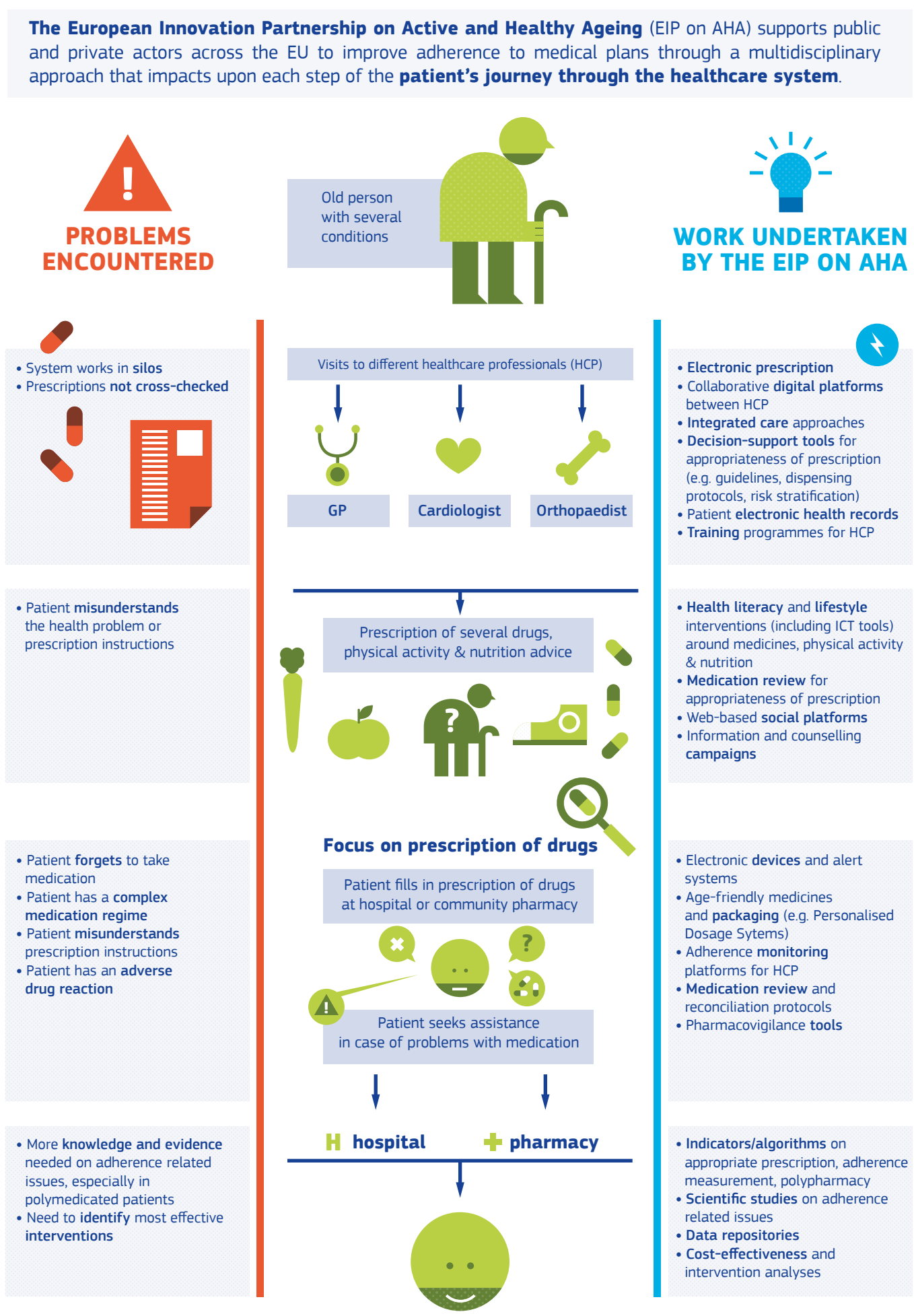
... IN AN AGEING POPULATION?



WHY DO PATIENTS NOT ADHERE TO THEIR MEDICAL PLANS?

- Non-adherence can be motivated by several factors:
- Health illiteracy (lack of understanding of one's condition and significance) and health beliefs
 - Access to healthcare (e.g. cost of medication, geographical availability)
 - Forgetfulness
 - Misunderstanding of prescription instructions
 - Complex regime (high number of medicines taken at different times) or restrictive precautions (e.g. no alcohol or cheese)
 - Adverse effects (real or imagined)
 - Reduction, fluctuation or disappearance of symptoms

HOW ARE WE IMPROVING ADHERENCE TO MEDICAL PLANS IN OLDER PEOPLE?



The European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) The European Innovation Partnership on Active and Healthy Ageing (EIP on AHA), set up in 2012, gathers stakeholders at EU, national and regional level from the public and private sector across different policy areas. Together they share knowledge and expertise on common interests and engage in activities and projects to find innovative solutions that meet the needs of the ageing population. Under the framework of the EIP on AHA, the Action Group on adherence to medical plans works to improve the quality of life and health outcomes of older people by supporting patient adherence to care plans while empowering them and delivering improvements in the healthcare system.



*e.g. when taking medicines

WHO report on adherence to long-term therapies. Costing statement: Medicines adherence, NICE

Eurostat