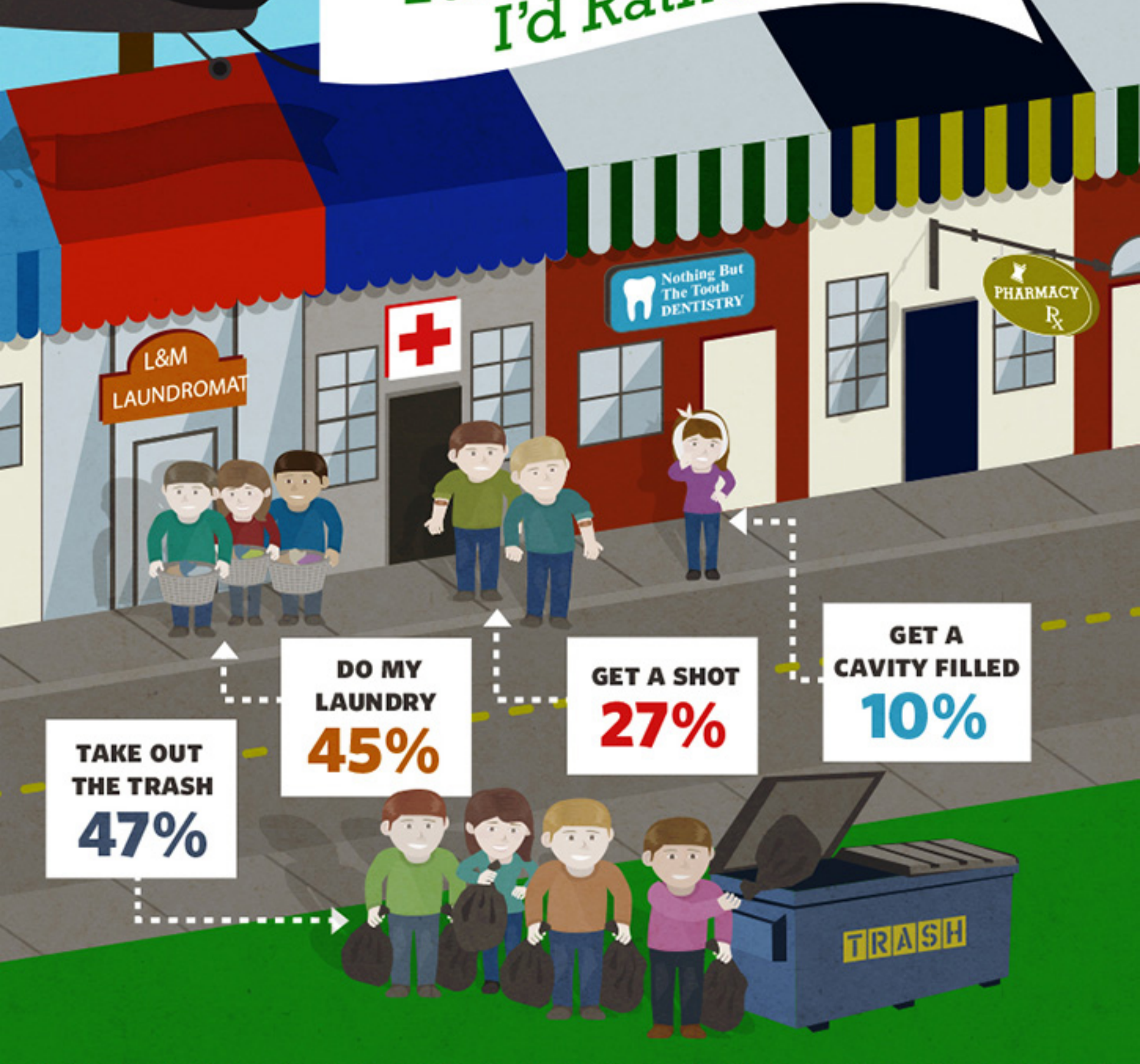


# AMERICA'S OTHER DRUG PROBLEM

PEOPLE DON'T TAKE THEIR MEDS AS PRESCRIBED and it's costing us our health and billions in medical bills

Take My Meds? I'd Rather...



## THE TOP OFFENDERS

### THE NEW GENDER GAP



**32%**

of women say they've quit taking their meds altogether or simply never filled a prescription, much higher than men (20%)

**20%**

of women are more likely to follow their prescription for their pet than themselves

### THE "INVINCIBLE GENERATION"



**56%**

of 18- to 34-year-olds say they've quit taking their meds altogether or simply never filled a prescription, over three times the rate of seniors aged 65 and over (16%)

**47%**

of 18- to 34-year-olds say paying for gas for their car is more important than paying for their prescription medications

### NOT WHAT YOU'D EXPECT



**40%**

of people who take meds to treat a chronic or serious illness admit to not taking their medication as prescribed

- Hypertension
- High cholesterol
- Diabetes
- Thyroid disease
- Heart disease
- Cancer

## WHY WE DON'T TAKE OUR MEDS

### WHAT WE SAY

"I forgot"

"The side effects bother me"

"My meds cost too much"

### THE REAL REASONS

**25%** "It makes me feel old"

**23%** "I don't always trust my doctor or their medications"

**21%** "It makes me feel worried"

**14%** "It makes me feel frustrated or annoyed"

**10%** "It makes me feel sad"

## THIS IS A PROBLEM BECAUSE...



Approximately **125,000 deaths per year** in the United States are linked to medication non-adherence<sup>1</sup>



Kidney transplant patients who don't follow their prescriptions have a **60% greater chance of organ rejection** than patients who do<sup>2</sup>



People not taking their prescription medications costs **\$290 billion** in "otherwise avoidable medical spending" in the U.S. each year<sup>3</sup>

## HERE ARE 3 WAYS TO ADDRESS THE PROBLEM



**1 OFFER IMMEDIATE REWARDS**  
TO ENCOURAGE PEOPLE TO PERSISTENTLY TAKE THEIR MEDS



**2 EDUCATE PEOPLE**  
ABOUT WHY IT'S BETTER FOR THEM TO TAKE THEIR MEDS AS PRESCRIBED



**3 ENGAGE PEOPLE**  
TO MAKE TAKING THEIR MEDS A MORE POSITIVE EXPERIENCE

View full report at: [www.healthprize.com](http://www.healthprize.com)



<sup>1</sup> Bosworth H. B., Duke University Medical Center, & the National Consumers League. (2011). Medication Adherence: Making the Case for Increased Awareness. <sup>2</sup> Pinsky B. W., Takemoto S. K., Lentine K. L., et al. (2009). Transplant Outcomes and Economic Costs Associated with Patient Non-compliance to Immunosuppression. *American Journal of Transplantation*, 9, 2597-2606. <sup>3</sup> New England Healthcare Institute. (2009). Thinking Outside the Pillbox: A System-wide Approach to Improving Patient Medication Adherence for Chronic Disease.