

Optimizing Clinical Trials

USING ELECTRONIC MEASUREMENT AND ANALYSIS OF DRUG ADHERENCE

At best, poor adherence reduces the statistical power of a trial. At worst, poor adherence so obscures outcomes that a successful drug is judged a failure.

Development Challenges

Drug development has never been so difficult, time consuming, and expensive

COMPLEXITIES INCLUDE



Less tolerance for risk



Rigorous regulations



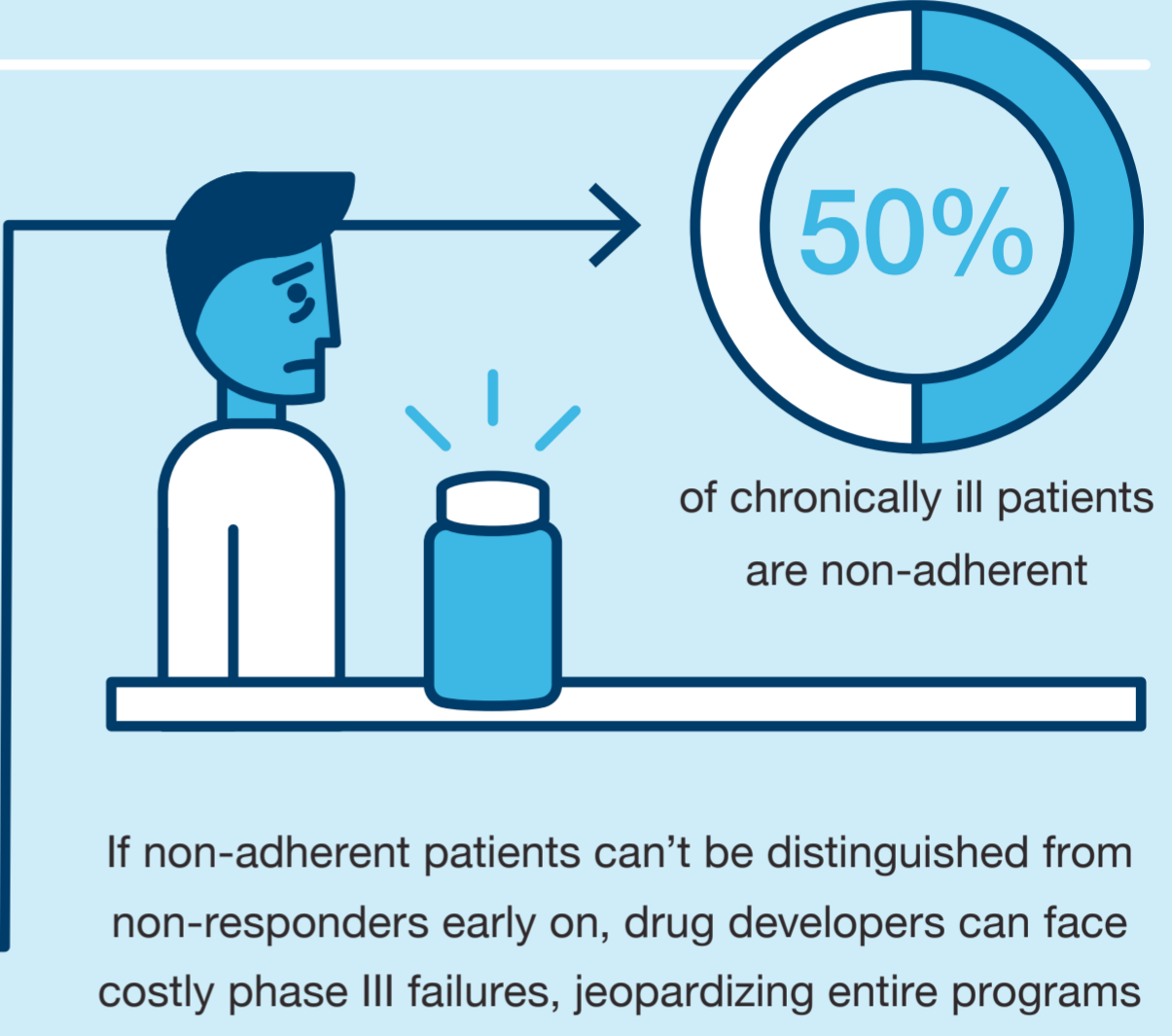
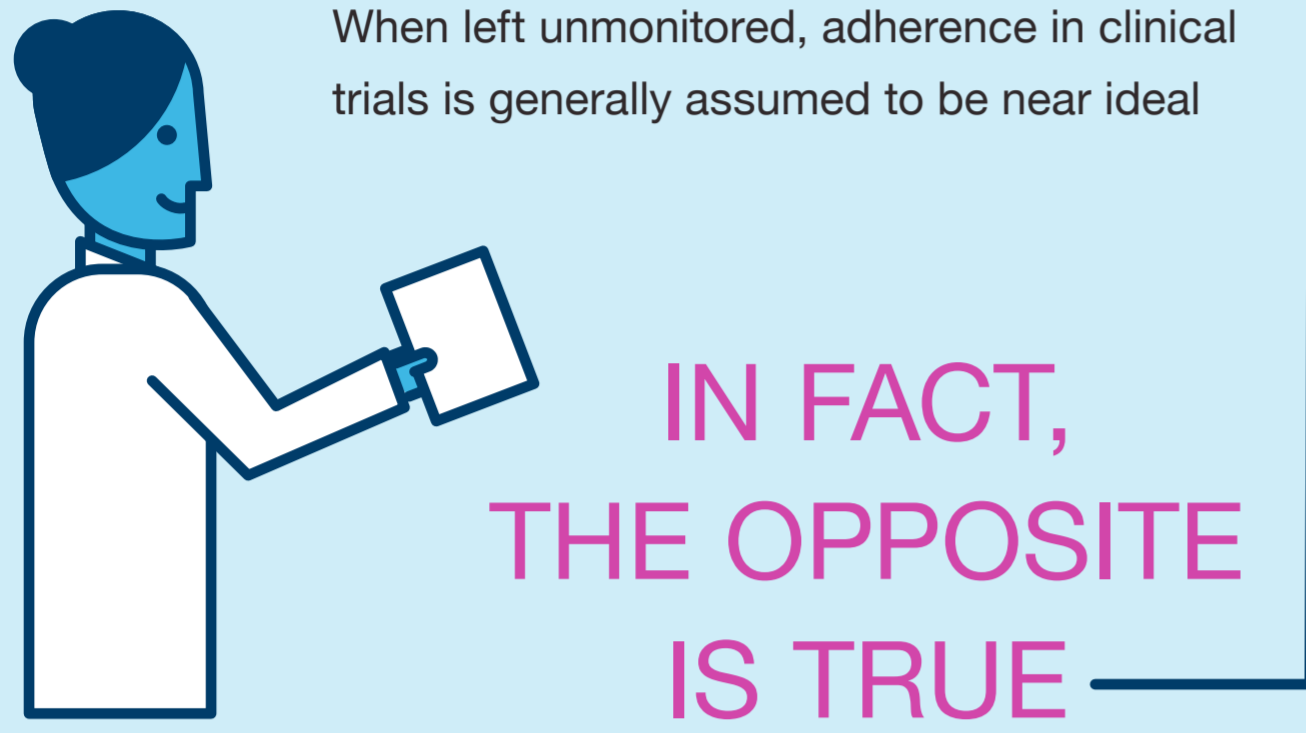
Elongated timelines



Bigger trials



NON-ADHERENCE REDUCES THE ACCURACY AND EFFICIENCY OF CLINICAL TRIALS



Monitoring Adherence

Accurate adherence measurement enables maximized therapeutic action, both for new medications in development and for medications already used routinely in clinical care.

A recently published study in JAMA Oncology shows 6 years of analysis on 6-mercaptopurine's (6MP) actions in the treatment of Acute Lymphoblastic Leukemia

6MP HAS BEEN USED FOR 60+ YEARS BUT ITS FULL THERAPEUTIC POSSIBILITIES WERE NOT UNDERSTOOD

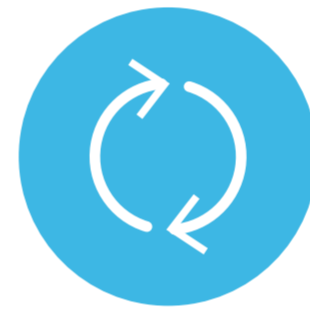
BECAUSE OF LACK OF ADHERENCE DATA



Adherence data was evaluated using MWV's Medication Event Monitoring System (MEMSTM)



MEMS monitors, measures, and analyzes patient adherence for real-time adherence-based adjustments



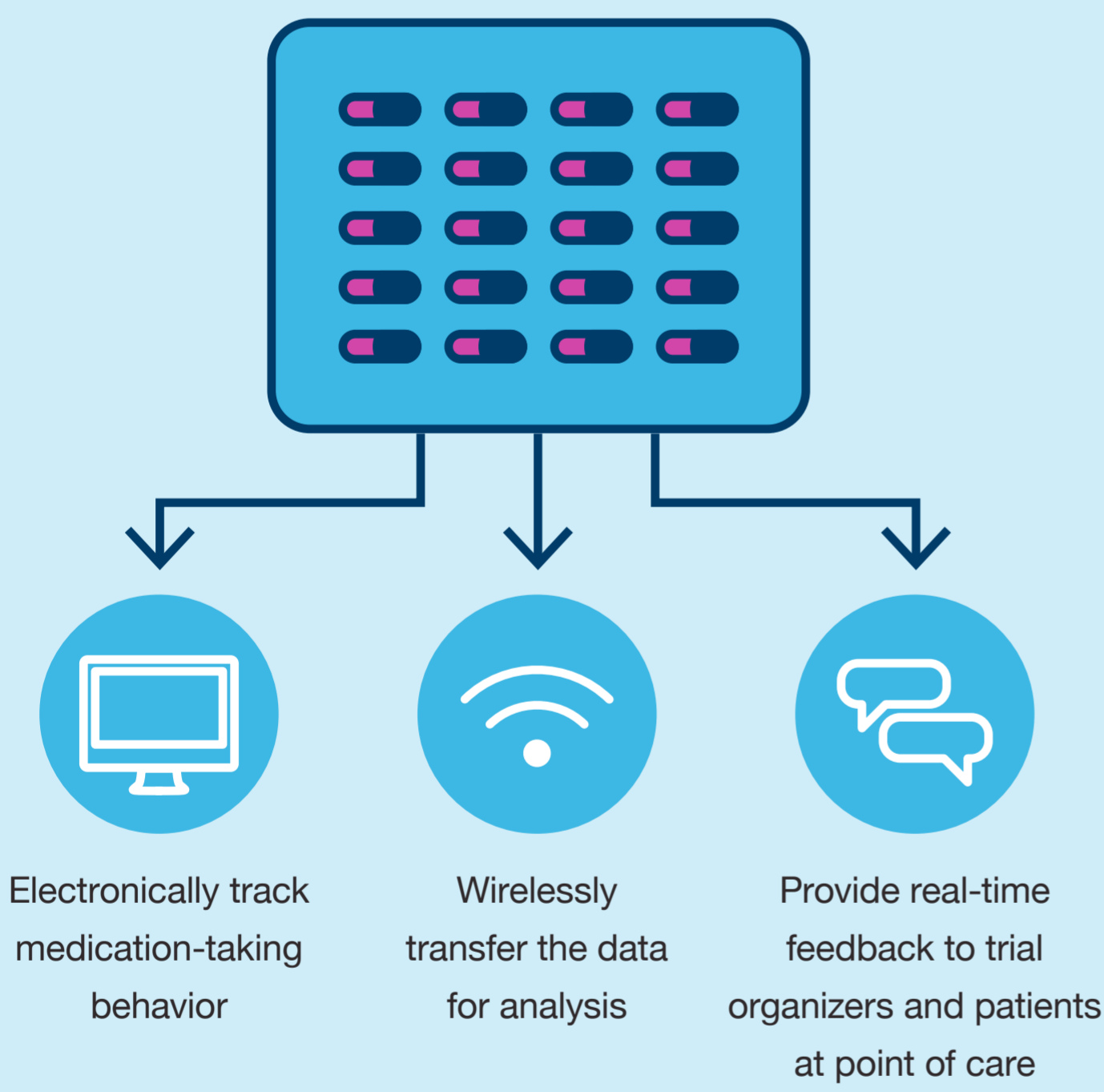
Patients with 6MP non-adherence (<95%) were **2.7 TIMES** as likely to relapse (P=0.01)

THIS STUDY WILL HELP ONCOLOGISTS DOSE MORE ACCURATELY

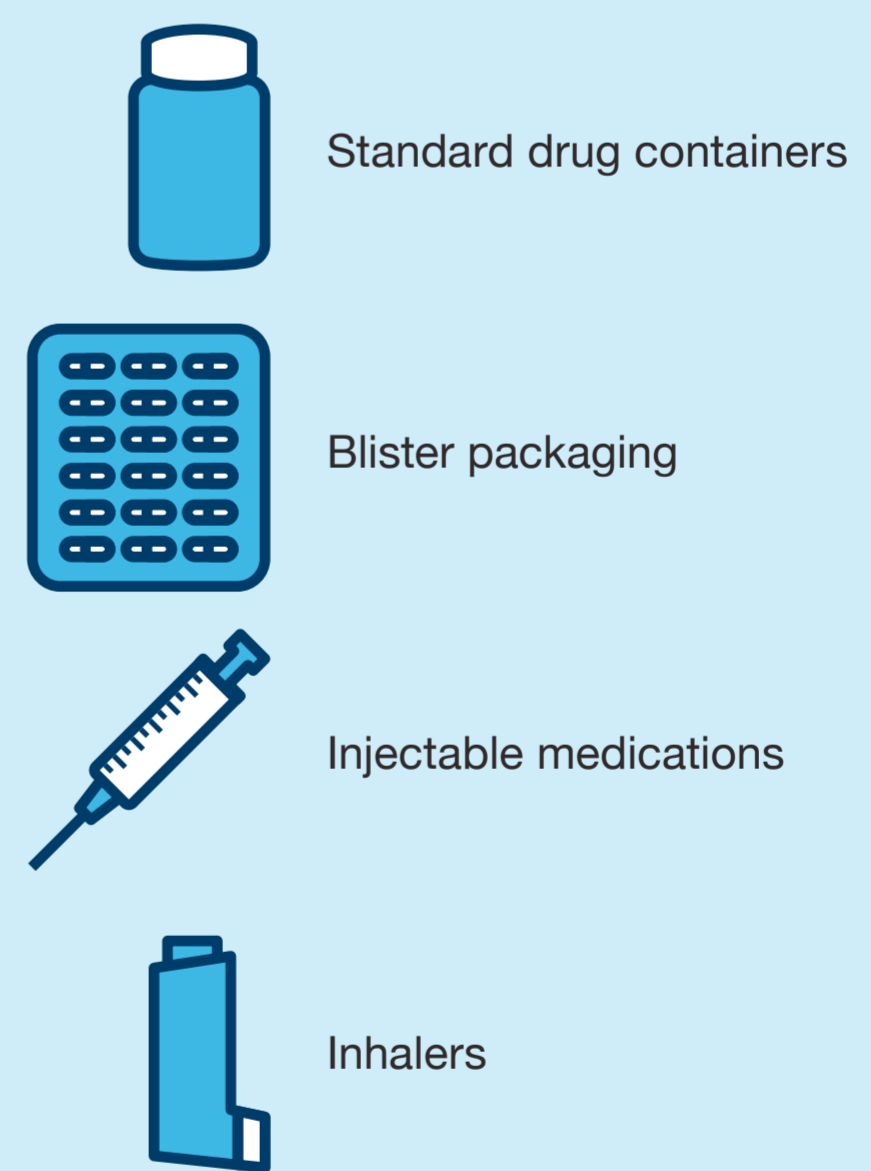
EVEN FOR KNOWN THERAPIES, ADHERENCE MEASUREMENT CAN HELP US UNDERSTAND EFFICACY AND DOSING.

How It Works

MEMS uses smart packaging to



SMART PACKAGING IS NOW AVAILABLE FOR MONITORING ADHERENCE WITH DIFFERENT FORM FACTORS



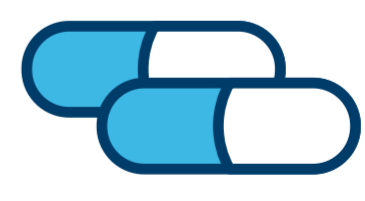
MONITORING ADHERENCE, INCLUDING THE TIME OF DOSING



Provides a true, evidence-based picture of dose-dependent drug response



Adds robust, reliable, and actionable efficacy data



Helps to identify the appropriate dose



Underlines the need for adherence to achieve effective treatment



Is more statistically powerful than adding additional patients with the same unknown variability in adherence

MWV'S ADHERENCE SOLUTIONS HAVE BEEN USED IN 1,000s OF CLINICAL STUDIES



INVOLVING MORE THAN 1,000,000 PATIENTS



LEADING TO THE PUBLICATION OF NEARLY 700 PEER-REVIEWED RESEARCH PAPERS



CITED NEARLY 50,000 TIMES

INTERESTED IN LEARNING MORE ABOUT ADHERENCE MONITORING?
WWW.MWVAARDEX.COM

