

World Drug Delivery Summit

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Device training and onboarding: Patient preference of smart training devices

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For patients diagnosed with chronic medical conditions, daily self-administration using drug delivery devices, such as inhalers, MDIs and DPIs, is often necessary to successfully complete a treatment program. However, recent studies have shown that many patients are struggling to follow all the required steps outlined in the provided Instructions for Use (IFU) document. The lack of proper patient education around administering treatment, known as the onboarding, often results in misuse, user errors or discontinued use of a prescribed drug, costing the healthcare industry billions every year. According to a recent survey conducted by the University of Texas Medical Branch at Galveston (UTMB), 93 percent of patients use their inhaler incorrectly. Multisensory Training Devices are an example of recent improvements in technology that assist in creating an easier experience for patients to self-administer their medication. A user study conducted by Noble in Orlando, FL determined that 82 percent of users are most confident when training and onboarding with smart training devices that detect and teach them how to prevent errors. Additionally, smart training devices with error detecting technologies are preferred methods in overcoming anxiety and preventing errors. Participants will walk away with learnings for the next generation of self-administration in regards to error correcting trainers that decrease patient anxiety and increase sufficient completion of treatment programs.

Biography

Joe is responsible for the global marketing communications at Noble. He began his career at Fortune Tech Data Corporation, managing the channel advertising for IBM touch screens and Fujitsu hard drives. With this knowledge, he became the Director of Marketing for Neo Media Technologies, responsible for their worldwide marketing strategies. Prior to joining Noble, Joe ran his own marketing consulting agency focused on strategic marketing planning and market segmentation for C-level executives. Joe has a BSBA in Marketing from the University of Florida, an MBA from Nova Southeastern University, and is an Adjunct Professor teaching Marketing for Managers at Lake Sumter State College.

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