

9th World Drug Delivery Summit

June 30-July 02, 2016 New Orleans, USA



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Patient centric onboarding: How device trainers increase compliance

Pharmaceutical companies can combat inconsistent patient training, non-compliance and low adherence is by offering device training and onboarding tools to their patients. Training devices can assist in minimizing common issues seen in patients, such as needle anxiety, injection angle and injection depth among others. To determine the link between device training and patient compliance a survey was conducted consisting of 721 patients. The study investigated whether or not compliance differed between patients who trained with a needleless training device versus those who did not train with a needleless training device. Results from the survey found that 61 percent of patients do not thoroughly read the IFU; this is alarming as more than half of patients are simply not reading all of the instructions and are instead relying on demonstrations by HCPs which can be inconsistent or easily forgotten once the patient is in the everyday home environment. Building better tools requires a deeper knowledge of how patients learn, combined with an improved understanding of patients emotional and behavior patterns that occur after the point of diagnosis. Device training can help decrease user error, increase on-boarding confidence, and reduce HCP training times. Proper device training and educational products can help teach patients in the absence of HCPs. Injection training devices and even available to incorporate based on the needs of the brand and needs of patients. Incorporating these types of methods can increase the retention and recall of messages.

Biography

Joe Jensen is the Director of communications and marketing for Noble, an award-winning multisensory product development company for the world's leading pharmaceutical brands. He has a BSBA in Marketing from the University of Florida and MBA from Nova Southeastern University. In addition to Noble, he has had the privilege to teach up-and-coming business professionals at Nova Southeastern University and Lake Sumter State College.

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