

# It reaches them but they don't take it: Evidence for why resource-poor patients do not take their medicine and what can be done about it

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This poster will describe the approach and findings from survey interviews, the creation of a theoretical model, and the initial results of the survey. It will also discuss potential next steps, which could have a significant effect on the health of the developing world. The relevance of this to the developed world will also be touched on.

## Introduction

Consumption generally is generally invisible to producers<sup>1,2</sup>. Companies tend therefore to focus only on increasing motivation, whereas improved visibility of consumption could have profound impact on product design and delivery, and therefore the supply chain<sup>3</sup>. This research focuses on medicine as the object of consumption.

## Methods

The PhD research to be presented started by confirming and extending knowledge of enablers and inhibitors of adherence through 30 in-depth interviews, mostly in sub-Saharan Africa. From this a new model of drivers of consumption was created, taking account of the features of the medicine, the capabilities of the patient and the constraints of the context. This then formed the basis of a quantitative survey to determine the magnitude of the effect of these three aspects on adherence.

## Results

Early results will be presented covering previously unreported causes of non-adherence and how the quantitative survey was performed. The survey, performed using an online survey tool, attracted over 200 people in developing and developed worlds. It asked them about their experiences of medicine consumption as assessed by the drivers identified in the qualitative research.

## Discussion

If medicine consumption in resource-poor areas were to be understood in more depth, then changes to medicine design and/or dispensing practices could make consumption easier to achieve and therefore improve adherence. This area has been generally overlooked in adherence research, apart from in niche areas such as packaging<sup>4</sup>. Resource-poor areas exist in the developed world too, from permanently resource-poor locations such as housing estates to temporary resource-poor environments such as vehicle interiors.

## Conclusion

While it is too early to draw full conclusions from the work, some initial conclusions will be presented.

## References

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