

# VIRTUAL CONGRESS

## 20-21 OCTOBER 2021

MEDICATION ADHERENCE: what can you do with the medical challenge that starts after the consultation?



### DAY 1 PROGRAM 20<sup>TH</sup> OCTOBER 2021

SESSIONS	SPEAKERS	OPTION 1 09:00-12:30 (GMT+2)	OPTION 2 14:00-17:30 (GMT+2)
<b>Introduction – The universal challenge of medication adherence</b> Improving medication non-adherence remains a global unmet need. This session takes a close look at the burden of non-adherence and the subsequent social and economic implications. The multifaceted reasons and determinants for non-adherence will be explored, in addition to understanding the important supportive role HCPs can play in behavioral solutions to non-adherence.	<b>Cem Arkilic/Abbott</b> <b>Prof. John Weinman (Chair)</b> <b>Olivier Gryson/Abbott</b>	09:00-09:50	14:00-14:50
<b>Shhhh... avoiding acute crises in 'silent disorders'</b> Patients with silent disorders can struggle to remain adherent to their medication over the longer term. Whilst the need to take treatment is clear during a 'crisis', this wanes over time increasing the risk of additional episodes/attacks. In this session, patient support solutions will be discussed, addressing both intentional and non-intentional non-adherence along with the benefits and drawbacks of these approaches in optimizing outcomes for patients with conditions that manifest 'silently'.	<b>Prof. Michael Strupp</b> <b>Prof. Joseph Zohar</b> <b>Prof. Atul Pathak</b>	09:50-10:40	14:50-15:40
COFFEE BREAK/Q&A		10:40-10:55	15:40-15:55
<b>Improving medication with adherence with motivational interviewing - example of a heart failure patient</b> Understanding a patient's preferences, beliefs and motivations are crucial factors for evoking their autonomy in decision making. In this session, the basic principles and techniques of motivational interviewing will be discussed and demonstrated using the setting of a patient with heart failure, with tips on how to apply this approach to general patient management and especially the communication with the patient.	<b>Prof. Atul Pathak</b>	10:55-11:15	15:55-16:15
<b>Acting on the unseen: How do we help patients to remain adherent when they are asymptomatic?</b> Adherence to medication and lifestyle changes can be challenging to maintain when patients are asymptomatic even though consequences can be severe e.g., in hypertension and dyslipidemia. Support strategies will be discussed including the quality of the patient-provider relationship, the role of the provider's communication style, and the value of a patient-focused approach.	<b>Prof. Markus Schlaich</b> <b>Prof. S. Lale Tokgözoğlu</b> <b>Dr. Sheri Pruitt</b>	11:15-12:05	16:15-17:05
<b>Introducing the my a:care motivational solution</b> The my a:care app is a mobile health solution designed to improve patient motivation to stick to their treatment, and assist with behavior change. This session will showcase how this digital resource aims to support improving outcomes using validated techniques, such as motivational interventions, health insights and reminders, in order to tailor the support to each patient.	<b>Prof. John Piette</b>	12:05-12:25	17:05-17:25
END OF DAY 1	<b>Prof. John Weinman (Chair)</b>	12:25-12:30	17:25-17:30

**a:care**

THIS IS ADHERENCE REIMAGINED.

This is care empowered.



**Abbott**