

# Digital Health Coalition Summit

**October 1, 2024**  
**Philadelphia, PA**



# Medication adherence and how it can be addressed innovatively



- Non-adherence can significantly impact treatment outcomes, increase risk of hospitalization/disease progression and overall healthcare costs
- Technology is being utilized to mitigate this through different solutions, including:
  - AI-powered patient engagement solutions
  - Medication reminders integrated within mobile apps
  - Innovative technology platforms
- The combination of AI, real-time communication and digital platforms enhances patient support and improves adherence for more patient-centric experience

