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AllazoHealth's MCO Study Examines Predictive Analytics and Personalized Interventions in Medication Adherence

NEW YORK, NY. (June 5, 2015) – AllazoHealth, a predictive analytics firm tackling the problem of medication non-adherence, recently published a Managed Care Organizations (MCOs) study at ISPOR's [Scientific Presentations Database](#). The study examines types of intervention programs being used across MCOs, and identifies areas that need improvement. The study explores the need for two things in medication adherence programs: predictive analytics to proactively prevent medication non-adherence behaviors, and personalized interventions to target each patient individually. These combined techniques improve health, and decrease costs and hospitalization rates.

The study involved 30 MCOs, and each MCO was interviewed about their medication adherence intervention program. Only seven percent of the interviewed MCOs use predictive analytics in their medication adherence programs. MCOs perceive their approaches as only moderately effective as they fail to personalize interventions and intervene before a patient becomes non-adherent. Most MCOs currently have medication adherence programs, but many are dissatisfied with their overall effectiveness. Over half of the MCOs plan to incorporate some type of predictive analytics platform in their medication adherence programs.

Clifford Jones, CEO and founder of AllazoHealth said, "It's important to intervene before a patient becomes non-adherent, and to utilize the interventions that will be most effective for that patient. Once a patient become non-adherent, it's more difficult to change that behavior. Our technology predicts the future behavior of any patient because it learned from that patient, or similar patients' history. It also identifies appropriate interventions by looking at interventions used for patients with similar demographics, behaviors, and medical histories."

Medication non-adherence is an expensive problem that results in increased health issues and hospitalizations for patients. It is estimated to incur \$290 billion in avoidable healthcare expenditures each year in U.S. alone. The most common reasons for medication non-adherence are: complex treatment regimens, adverse drug reactions, forgetfulness, socioeconomic issues, health literacy, and personal beliefs, according to the National Center for Biotechnology Information.

About AllazoHealth

We tackle the problem of medication non-adherence through predictive analytics and personalized interventions. Our purpose is to empower patients to better manage their illnesses to improve health and reduce billions of dollars in avoidable healthcare costs incurring each year in U.S. alone. Our vision is to reduce billions of dollars in avoidable healthcare expenditures incurring each year in the U.S. alone, which allows the healthcare industry to improve health by reallocating this money effectively. For more information please visit www.allazohealth.com

CONTACT DETAILS

Public Relations

Andrea Nerep

andrea.nerep@allazohealth.com

(646) 329 - 4541

Sales Inquiries

Charles Boothe

charles.boothe@allazohealth.com

(888) 464 - 2776 ext. 707