

Real-World Evidence Behind Diabetes Therapy Persistence

Diabetes represents one of the most widespread and expensive chronic health challenges globally. Even when effective therapies are prescribed, treatment success hinges on whether patients continue taking their medications as directed.

For pharma teams, improving adherence remains one of the greatest opportunities to strengthen patient support programs. The challenge is that adherence is not one-size-fits-all.

Using more than 130+ behavioral signals per patient across millions of managed doses, Medisafe has identified the critical behavioral signals that drive modern, effective patient support strategies for metabolic patients.

THE INSIGHT

Adherence is more than reminders; it's a behavioral cadence.

Most patient support programs assume patients miss doses because they forget. Real-world data tells a different story.

Adherence is driven by behavior, treatment burden, and human support. Access to those signals is what makes engagement actually move persistence.

Medisafe's metabolic analysis surfaced four behavioral patterns:

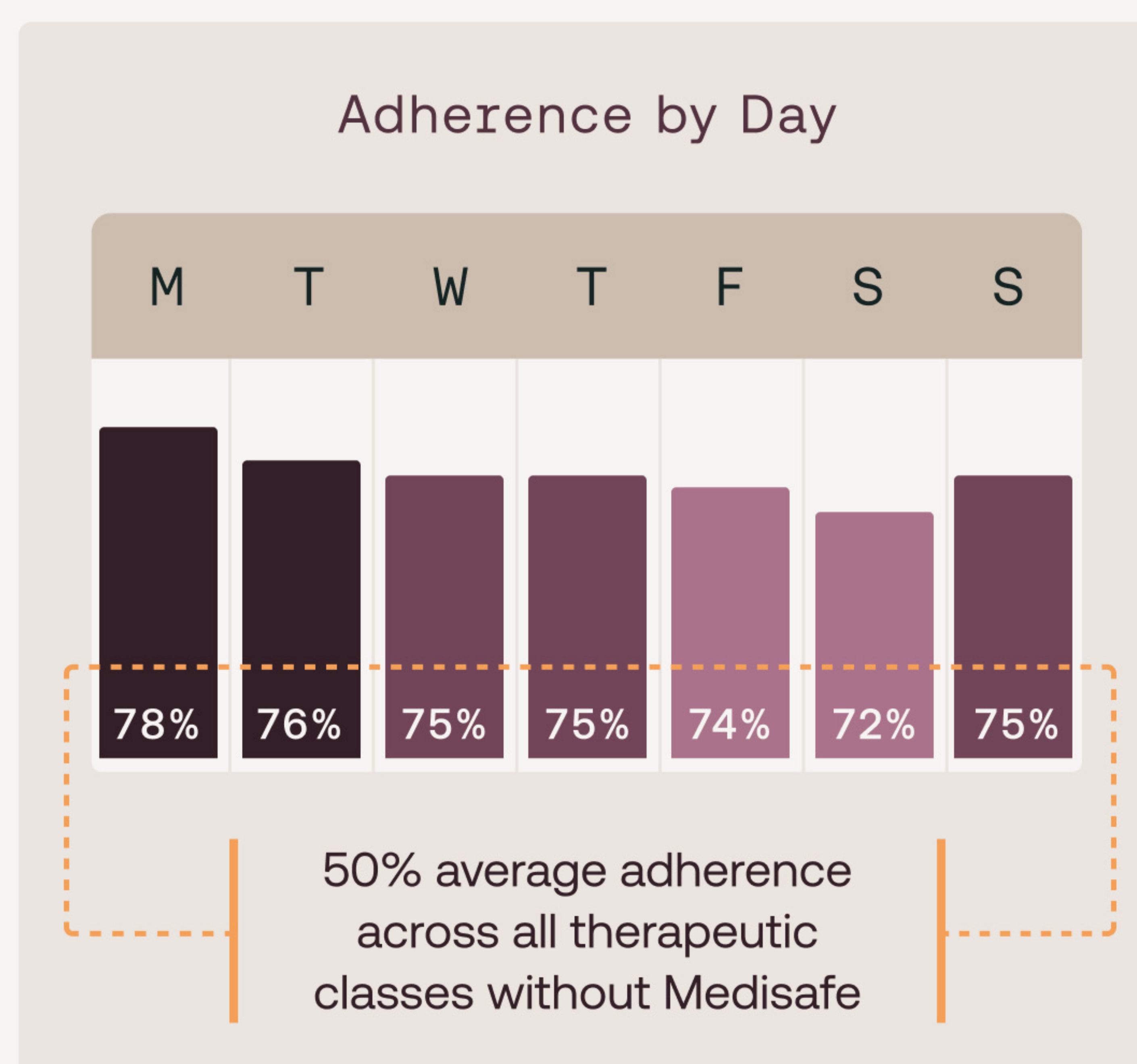
-  Adherence shifts across day of the week and time of day
-  Dosing frequency drives consistency
-  Treatment type affects persistence rates
-  Social support strengthens outcomes

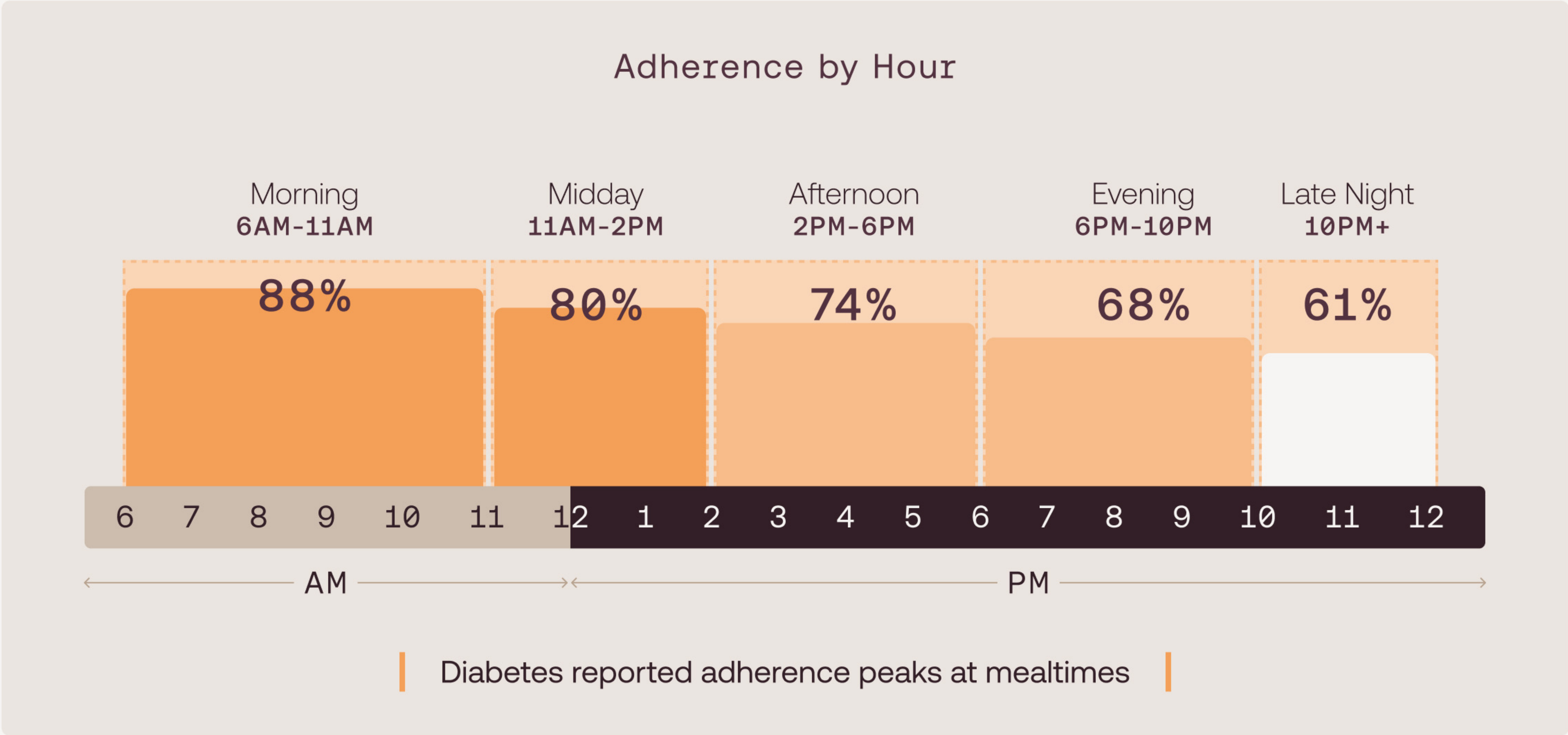
By reducing the burden of medication management, digital companion programs helped patients stay engaged, improve adherence, and navigate treatment with greater confidence.

FINDING #1

Daily and Weekly Routines Dictate Adherence

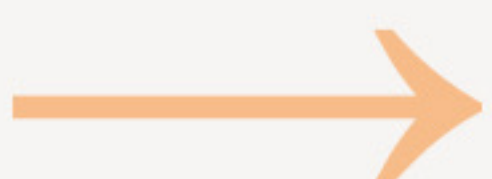
Even highly engaged patients show meaningful variation across the week. Adherence peaks on Mondays and steadily declines, hitting its lowest point heading into the weekend.





Routine

Drives Results

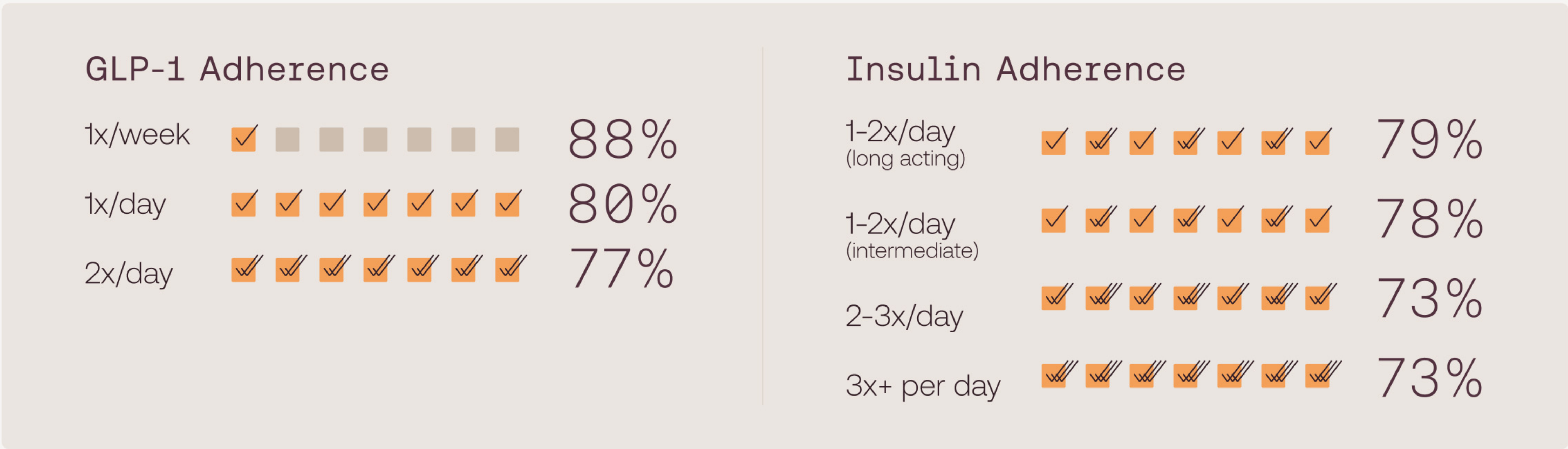


Support programs that adjust engagement timing based on behavioral trends, time of day, and day of the week can help reinforce medication routines during periods when adherence risk is highest.

FINDING #2

More Frequent Dosing, Lower Adherence

Dosing frequency has a direct, measurable impact on adherence. Across both GLP-1 therapies and insulin regimens, adherence declines as dosing requirements increase.



Complexity

Creates Risk

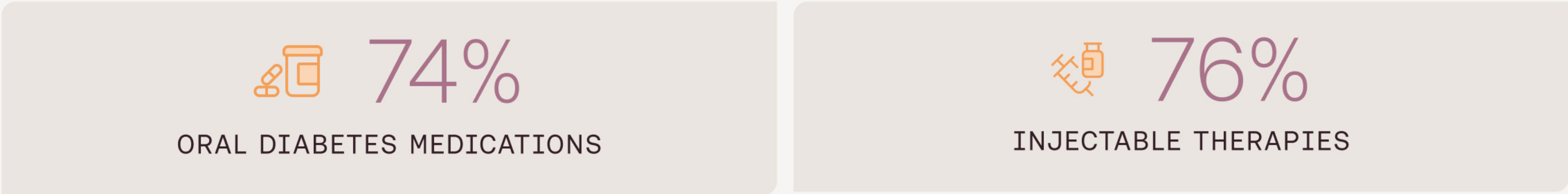


As treatment burden increases based on drug type, patient support requires a more personalized and proactive approach to keep patients engaged.

FINDING #3

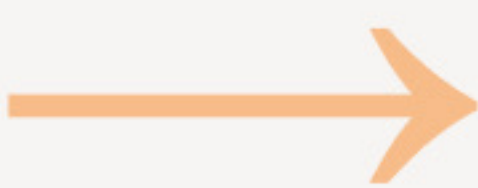
Therapy Type Influences Adherence

Not all diabetes therapies perform the same. Injectable therapies show slightly higher adherence than oral diabetes medications.



Different Therapies

Different Strategies



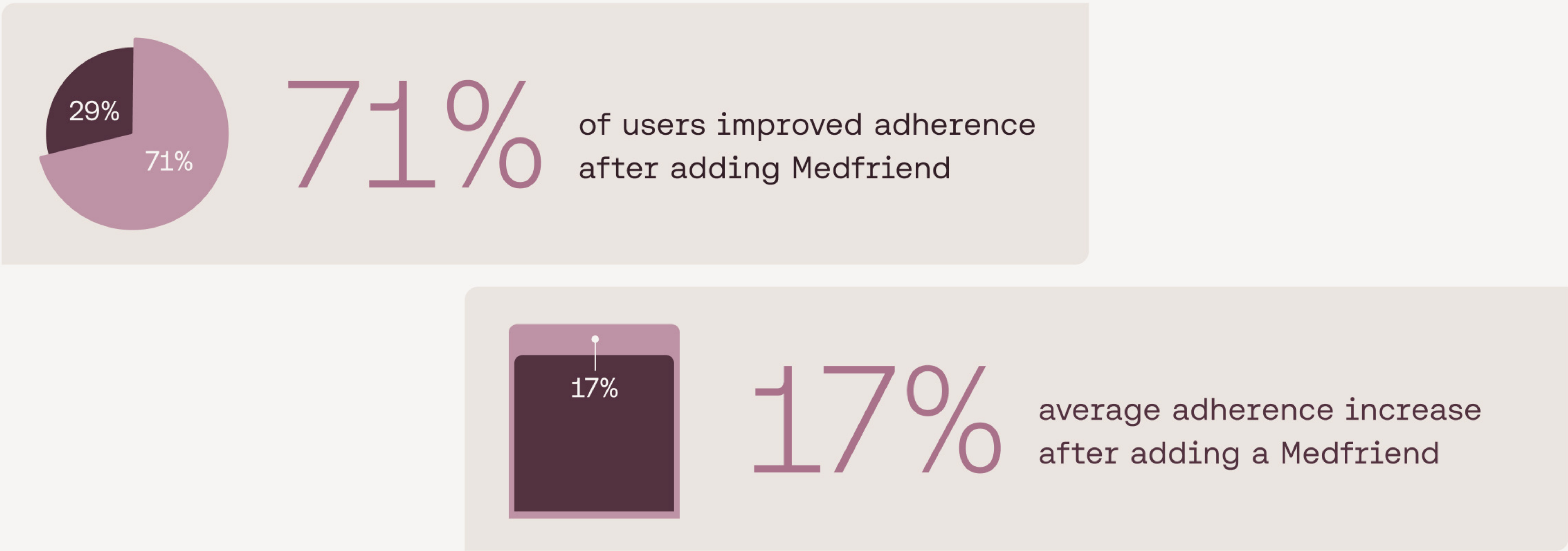
Engagement must be tailored to treatment-specific behaviors, addressing even the smallest gaps in adherence.

FINDING #4

Social Support Improves Outcomes

One of the strongest predictors of adherence isn't clinical at all. It is human connection.

Patients who add Medisafe's Medfriend see meaningful adherence gains. By alerting caregivers to missed doses, the feature provides a safety net to keep patients on track. Notable findings include:



Better Outcomes

Are Shared Outcomes



Caregivers and support networks play a critical role in helping patients manage chronic conditions over long-term. Support programs that engage caregivers alongside patients build stronger adherence and persistence.

■ THE BOTTOM LINE

Behavioral Data Transforms Therapeutic Persistence

Because forgetting a dose is rarely the primary driver of non-adherence, traditional patient support programs struggle. True metabolic persistence is determined by real-world dependencies such as medication complexity, time of day, and a patient's support system.

Successful patient support means moving beyond predetermined outreach to deliver the right message, through the right channel, to the right patient, at the right time.



The Medisafe Advantage

Metabolic therapies demand long-term persistence, but static reminders cannot change patient behavior. Medisafe is the patient engagement engine driving modern support programs.

Built on over 12+ years of real-world behavioral data and validated across millions of patients, Medisafe enables pharma organizations to deliver personalized, behavior-driven engagement that secures long-term adherence.

Learn how Medisafe helps pharmaceutical teams change patient behavior at enterprise scale.