

Why Patients Skip Doses

Real-Time Data on Medisafe That Pharma Should Know

Introduction

Despite billions spent annually on patient support programs, medication adherence remains one of the largest barriers to achieving successful treatment outcomes. Yet many adherence programs are still built around reminders alone, assuming patients simply forget to take their medication.

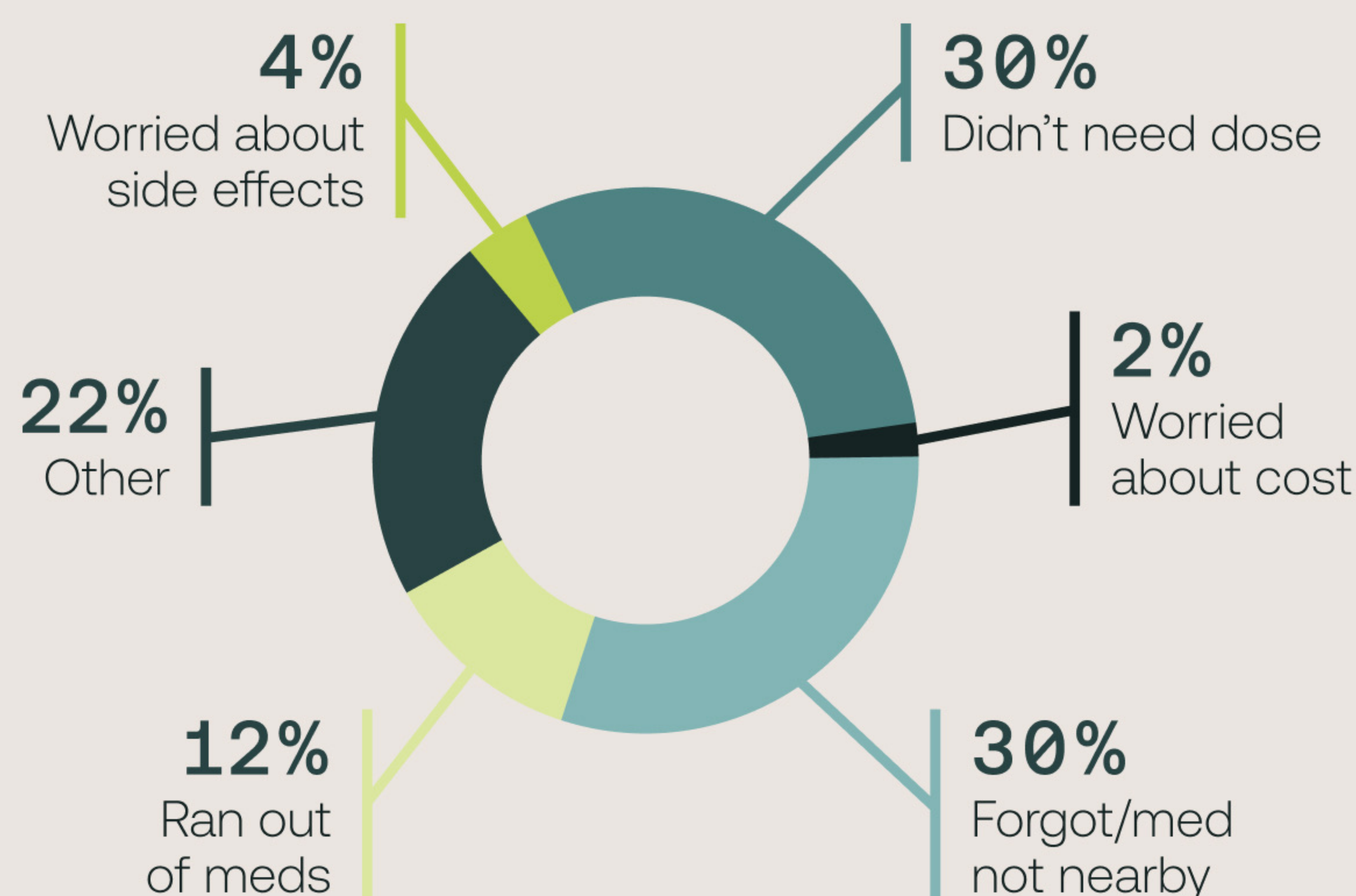
In reality, adherence is far more complex.

For pharmaceutical organizations, this creates a core challenge: how do you deliver personalized patient engagement at scale when behavior is inherently inconsistent?

The Insight

Medisafe analyzed real-world adherence behavior across millions of doses and found that non-adherence is more than forgetfulness. Patterns varied significantly across geographies, therapeutic areas, patient motivation, behavioral risk factors, and even time of week.

Medisafe Reported Reasons for Missing a Dose



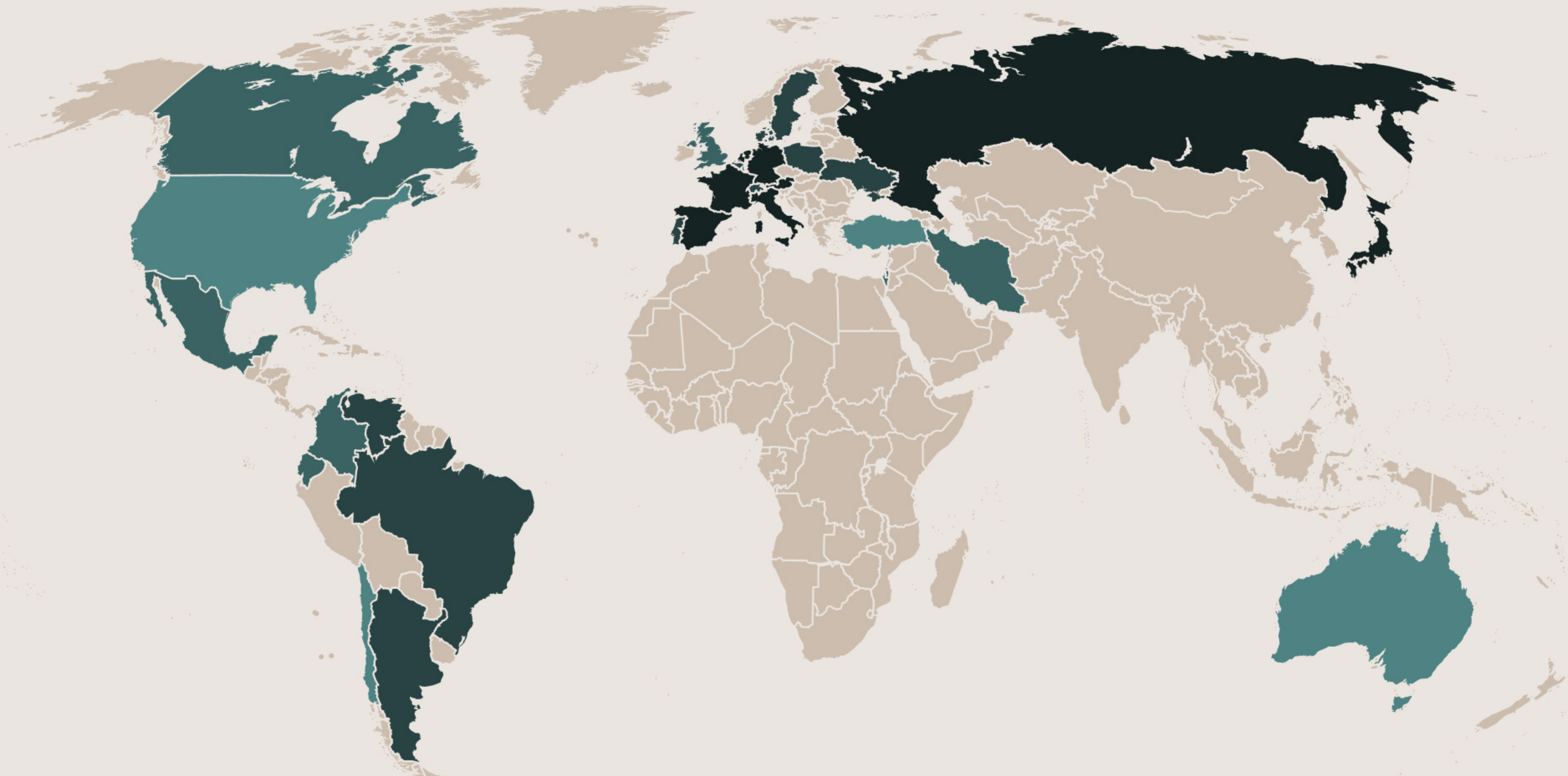
CRITICAL INSIGHT

Adherence is not a reminder problem, but a behavioral engagement challenge.

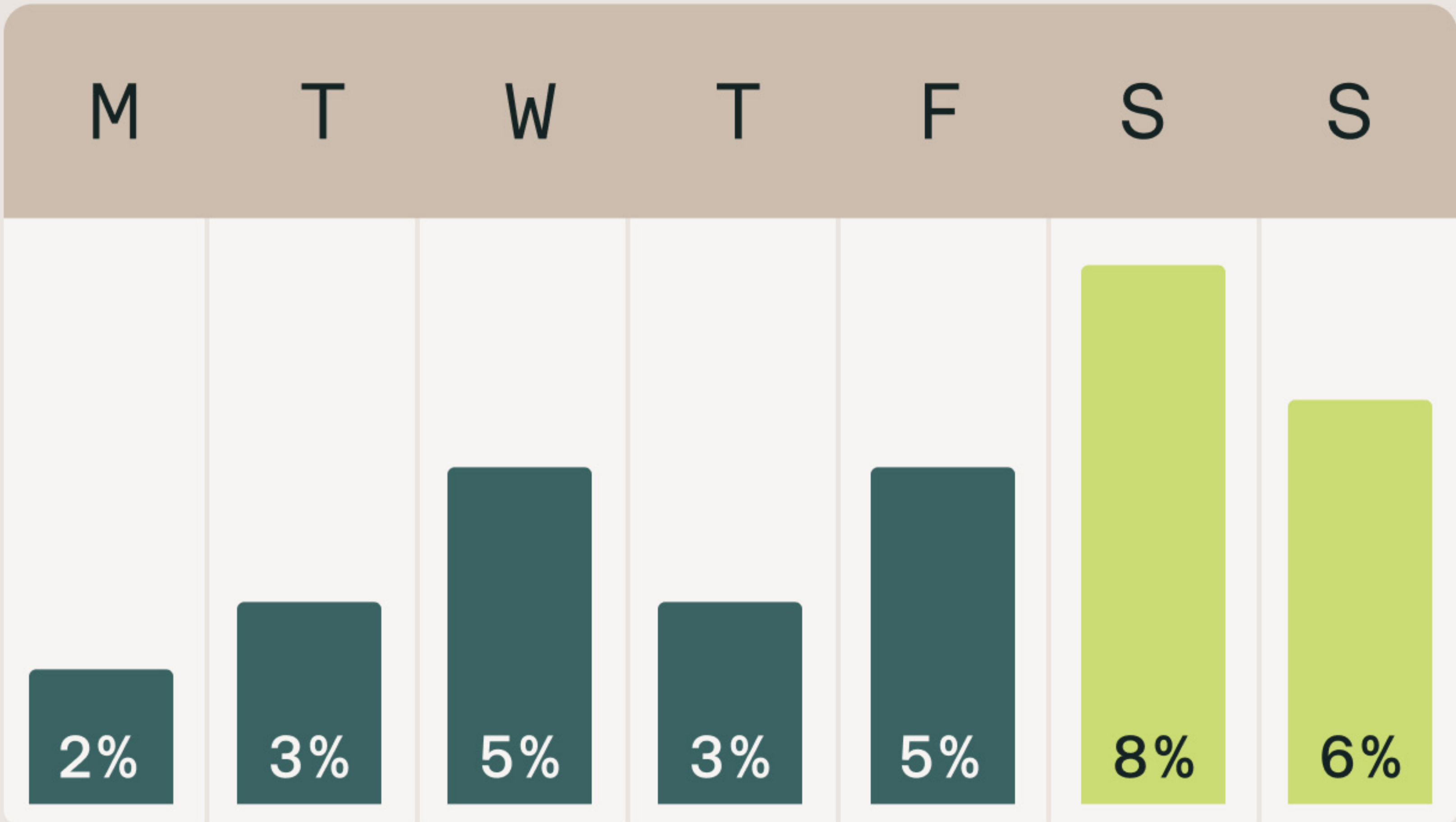
These findings highlight the need for personalized support strategies built around real-world patient behavior signals, not assumptions about intent or memory.

Medisafe Reported Drug Adherence by Geography

85%	Germany	82%	Japan	81%	Switzerland	80%	Portugal	78%	Canada	77%	Australia
83%	Austria	82%	Netherlands	81%	Ukraine	80%	Sweden	78%	Columbia	77%	Turkey
83%	Italy	82%	Russian Federation	80%	Belgium	80%	Venezuela	78%	Ecuador	77%	USA
83%	Spain	81%	Argentina	80%	Brazil	79%	Iraq	78%	Israel	76%	Chile
82%	France	81%	Denmark	80%	Poland	79%	Mexico	78%	UK		



Reported Missed Meds by Day of the Week



CRITICAL INSIGHT

1) Adherence varies significantly by geography. 2) Timing matters: adherence drops on weekends

These findings reinforce the need for dynamic engagement strategies that adapt alongside patient behavior over time.

The Medisafe Advantage

Medisafe is the patient engagement engine behind modern pharma — one infrastructure that delivers personalized, behavior-driven support at enterprise scale.

Built on 12+ years of real-world patient behavior data and powered by predictive AI intelligence, Medisafe helps pharma move from static programs to adaptive engagement that meets patients where they are. With Medisafe, brand teams can:

-  Predict adherence risk before it shows up in claims
-  Trigger personalized interventions in the moments that matter
-  Deliver connected, omnichannel support across the patient journey
-  Adapt engagement continuously based on real patient behavior
-  Scale proven programs across brands and therapeutic areas

The Impact

While industry adherence benchmarks often hover around ~50% across therapeutic classes, Medisafe's behavior-driven engagement drives results **up to 85%** in select areas.

Because Medisafe understands why patients skip doses, not just when, pharma teams can deliver more precise, interventions that lift persistence, strengthen outcomes, and prove program ROI.

UP TO **85%**

drug adherence with Medisafe

ROUGHLY **50%**

industry benchmark

Learn how Medisafe helps pharmaceutical organizations deliver personalized patient engagement at enterprise scale.