



## Improving compliance leads to increases in sales and profits.

### Effects of non-compliance

- 50% of patients do not take medications as directed.
- 30-85% of patients disregard refills.
- 10-20% of initial prescriptions go unfilled.

Non-compliance costs the statin category alone \$3.9 billion in lost sales last year.

**“If the patient has any difficulties in understanding why, when and how to take medication, non-compliance will occur, most often by the patient refusing to fill the prescription in the first place”**

– Gene Guselli,  
CEO, InfoMedics

**“Less than 5% of pharmaceutical companies' patient education materials ever reach the patient”**

– HealthEd

### The gatekeeper to compliance: The Family Caregiver

- 95% of *Caring Today* readers assist the care recipient in making healthcare decisions.
- 82% of *Caring Today* readers accompany the recipient to the primary care physician, an average of 1.54 times per month.
- 63% of *Caring Today* readers are involved in making decisions affecting medications.
- 61% of *Caring Today* readers accompany the care recipient to the pharmacist, an average of 1.6 times per month.
- 45% of *Caring Today* readers suggest/recommend medications.
- 39% of *Caring Today* readers make actual purchases of medications for those in their care.
- 28% of *Caring Today* readers approve/authorize the purchase of medications.

***Caring Today* readers are involved family caregivers with 80% suggesting, recommending, approving, authorizing, or making actual medication purchases.**

**Improve compliance by informing and educating family caregivers through their #1 resource – *Caring Today*.**

For more information about the power of *Caring Today*, please contact your *Caring Today* representative or Victor Imbimbo CEO/Publisher at 203.542.7200.

**caring  
Today**

America's #1 Resource for Family Caregivers

[www.caringtoday.com](http://www.caringtoday.com)