

Abbott to host global congress on medication adherence and behavioural science on Oct 20-21

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Experts across therapeutic areas will share knowledge, experiences and insights about adherence



Abbott is hosting the first global Congress on medication adherence and behavioural science on October 20-21st, 2021. Spearheading the conversation, the organisation is convening experts across therapeutic areas to share their knowledge, experiences and insights about adherence.

As a precursor to the Congress, an exclusive and virtual knowledge session on *'Adherence: from treating diseases to treating people,'* was addressed by Prof John Weinman of King's College, London, who is commonly recognised as a founder of modern health psychology. Other eminent speakers included Dr Sheri Pruitt, a Clinical Psychologist and Behavioural Science Consultant from USA, and Prof John Piette, Professor of Health Behaviour & Health Education and Co-Director of the Centre for Managing Chronic Disease, Ann Arbor, USA. The speakers discussed various components of adherence, spanning societal and economic impact, the role of behavioural science, and the way forward for efficient and sustainable adherence solutions.

Venu Ambati, VP, Pharmaceuticals, Abbott India commented, " We aim to leverage innovative approaches to shift thinking from 'treating diseases to treating people.' With a:care, we have developed a unique programme that reaches healthcare professionals, patients and caregivers to improve treatment adherence. Today, we are delighted to extend these learnings through the first global Congress on medication adherence and behavioural science. By rethinking what it means to provide care, we can help people take charge of their health."

Dr Sheri Pruitt, Clinical Psychologist and Behavioral Science Consultant discussed the links between behaviour and adherence, saying, "Adherence is an observable and measurable behaviour that is typically repeated, such as taking daily medication or exercising. When patients don't adhere to advice, behavioural science can provide interventions that help them change their behaviour."

Commenting on a:care's unique approach to addressing the problem of non-adherence, Prof Weinman said, "Being involved in the a:care programme has been a great experience as it has been wonderful to see, first-hand, the great interest and responsiveness it has engendered in doctors in so many countries."

Prof Piette commented, "Patients need more support for self-care than clinicians and health systems can realistically provide during face-to-face visits. Evidence from around the world has shown that a variety of digital tools can support patients' efforts to take their medications as prescribed, communicate with healthcare teams about emerging problems, and improve their overall health."