Two in Three Cancer Patients are Non-Adherent with Their Medications, According to Kantar Health Research

New data from the National Health and Wellness Survey show the effects of non-adherence on outcomes of patients with leukemia, melanoma or non-small cell lung cancer.

New York, NY (PRWEB) May 21, 2013 -- Two-thirds of patients who have been diagnosed with leukemia, melanoma or non-small cell lung cancer reported that they engage in at least one type of non-adherent behavior in their medicine use, according to new findings from the National Health and Wellness Survey (NHWS), conducted by Kantar Health. The research will be presented today at the 18th Annual International Meeting for ISPOR (International Society for Pharmaco economics and Outcomes Research) in New Orleans.

“Cancer treatment is rapidly evolving with the emergence of highly effective oral targeted therapies, which has increased the importance of patients being adherent with their medications,” said Marco DiBonaventura, Ph.D., vice president, health outcomes, with Kantar Health. “When looking at adherence from a patient’s perspective among those with a type of cancer where oral therapies are the standard of care, we found that a significant number engaged in some type of non-adherent behavior—such as forgetting to take their medicine or not taking their medication as directed—which resulted in worse outcomes and higher healthcare resource use.”

Cancer patients who were non-adherent had significantly worse mental health status, and tended to have been hospitalized and visited the emergency room more often than adherent patients.

“The results of our survey suggest that non-adherence among these cancer patients may result in mental health impairments and possibly greater resource use,” DiBonaventura said. “As more oral targeted therapies emerge in oncology, pharma companies should emphasize improving adherence rates to maximize the benefits of these treatments for patients and to reduce societal costs.”

Visit Kantar Health’s website to download the full poster, “Adherence and Its Association with Health Outcomes among Patients Currently Treated for Leukemia, Melanoma or Non-Small Cell Lung Cancer (NSCLC).”

About the National Health and Wellness Survey (NHWS)

The study’s results were drawn from the 2012 U.S. NHWS, a nationally representative, self-administered survey conducted annually. Topics covered include the health status, attitudes, behaviors and outcomes among adults 18 or older.

Kantar Health conducts the NHWS in the U.S., Europe, Asia and Latin America. The survey is the largest self-reported dataset in the healthcare industry.

About Kantar Health

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many pharmaceutical, biotech, and medical device and diagnostic companies worldwide. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and
market leadership.

Kantar Health deeply understands the influence of patients, payers and physicians, especially as they relate to the performance and payment of medicines and the delivery of healthcare services. Its 700+ healthcare industry specialists work across the product lifecycle, from pre-clinical development to launch, acting as catalysts to successful decision-making in life sciences and helping clients prioritize their product development and portfolio activities, differentiate their brands and drive product success post-launch. For more information, please visit [www.kantarhealth.com](http://www.kantarhealth.com)
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