

ScriptAssist

News

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Renowned Psychologist Dr. Paul Cook to Speak on Importance of Patient Adherence

ScriptAssist, a treatment adherence program, realizes that patients often need assistance with medications and treatment plans -- and that changes to established routines can be intimidating and overwhelming. In fact, research shows that personal, psychosocial counseling and support greatly increase patient adherence, resulting in a 45% decrease in noncompliance. Yet, the failure to adequately follow prescribed medications and treatments can be costly and debilitating.

ScriptAssist believes that patient adherence can be increased through consistent support and motivation techniques. By carefully supporting initial prescription fulfillment and continuing refills, *ScriptAssist* generates enhanced patient and physician satisfaction, while extending the average length of prescribed treatment among enrolled patients.

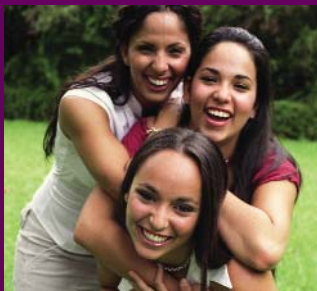
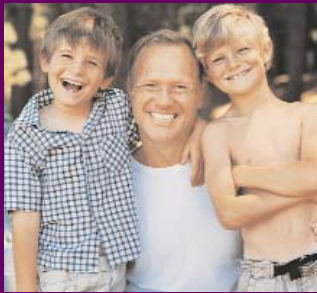
Paul F. Cook, Ph.D., Assistant Professor and Director, Center for Nursing Research, University of Colorado at Denver & Health Sciences Center, will discuss his findings on patient adherence, including new data that supports the *ScriptAssist* program, at the:

6th Annual Forum on Patient Adherence, Compliance and Persistency Philadelphia, PA April 24, 2007 at 11:30 a.m.

"Recent studies show that motivational techniques and support such as those used by *ScriptAssist* have a profound effect on patients' adherence to medications," said Dr. Cook. "New data from the *ScriptAssist* program show that these techniques can be successfully delivered by phone and support the program's focus on the underlying psychological causes of nonadherence."

Dr. Cook has been studying medication adherence for nearly a decade. His research experience includes formal academic studies of treatment outcomes, as well as applied outcome research in public and private sector healthcare systems. His scholarly publications include empirical and theoretical work about psychotherapy and health behavior change.

To learn more about *ScriptAssist*, please visit our display at the *6th Annual Forum on Patient Adherence, Compliance and Persistency*, April 23 - 24, 2007, or contact Robert Tomek, Vice President of Sales, at 314-725-4477.



7711 Carondelet Avenue • St. Louis, MO 63105 • 314-725-4477

www.scriptassistllc.com