



SPUR™ TOOL RESEARCH PLAN COMPLETION

PUBLICATION IN THE BRITISH MEDICAL JOURNAL OPEN

Press release

After 4 years of research and already 5 studies published, Observia is thrilled to announce the completion of its Phase 2 research plan with the publication of the final study for this series in the prestigious British Medical Journal Open.

This study was made possible thanks to a fruitful partnership with Kingston University, Kingston Hospital, the National Pharmacy Association, and additional funding from the NPA's Health Education Foundation.

Paris, September 12th. Adherence, defined as the extent to which patients take their medicines as prescribed, is at the heart of Observia's vision for better healthcare. Deeply convinced that improving adherence could dramatically improve patients' lives, the company focused its R&D efforts on understanding the reasons for non-adherence, which can often prevent patients from deriving all the expected benefits of their treatment.

To reach this goal, Observia developed a behavioral diagnostic tool, SPUR. Its purpose is to shed light on the complexity of patients' health behaviors, and to decipher the reasons for non-adherence that will support the design and delivery of tailored health interventions to address individual patients' needs.

Today, SPUR's research plan, which started in 2017, is complete.



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Finalization of a 4-year research plan

It began with the establishment of the academic foundations of the SPUR model (Phase 0), a qualitative phase including the review of +100 health questionnaires, allowing the conception of the original 45 questions related to adherence and health behaviors (Phase 1); finally a quantitative phase was conceptualized, aiming to test the statistic model of the tool and refine its algorithm (Phase 2).

The Phase 2 study, published in the British Medical Journal Open, constitutes the final scientific publication to complete this research series.

The objective of this study, conducted by Kingston University's Department of Pharmacy, was to test the SPUR tool, originally designed with 45 questions, and evaluate how effective it was at measuring adherence. In total, 378 patients living with Type 2 Diabetes were recruited through Kingston Hospital and community pharmacies in South West London, with the support of the National Pharmacy Association and partial funding from the NPA's Health Education Foundation.

SPUR was compared to other Patient Reported Outcomes Measures (PROMs) as well as patients' HbA1c and Medication Possession Ratio scores as objective measures of adherence.

Results

The results demonstrated that SPUR was the most reliable measure of medication adherence in the study, whilst also providing information about patient behavior. SPUR was also associated with social factors that relate to medication adherence such as a patient's income, age, and body weight, providing further evidence that SPUR is a holistic tool.

SPUR was proven to be able to identify differences in medication adherence in patients living with Type 2 Diabetes. This study also shows that the SPUR tool gives a holistic indication of the types of behaviors that affect the way patients take their medicine, which is a critical component for designing tailored intervention strategies.

Partners

This study was made possible by the successful collaboration between Observia and its research partners.

The study was conducted by Joshua Wells, Lead investigator for the UK study and PhD Candidate, as well as Professor Reem Kayyali, Chief Investigator for the UK study and Head of Kingston University's Department of Pharmacy. Patients were recruited through Kingston Hospital with support from the research department and Diabetes Clinical Nurse Specialist team, led by Claire Neely, Consultant Nurse in Diabetes. Finally, the study was partially funded thanks to the National Pharmacy Association's Health Education Foundation grant, which supported the community pharmacist-led recruitment of patients across South West London.

About Observia

Observia is a healthtech company founded in 2011, and based in Paris, pioneer in personalized engagement and support solutions for patients suffering from one or more chronic diseases. Every day, Observia's employees are engaged in improving patients' lives.

Observia bases its innovations on robust scientific data and research, through partnerships with renowned researchers and physicians from medicine, behavioral sciences and consumer psychology; and contract research organizations such as ICON and their Mapi Research Trust.

The solutions developed by Observia are deeply rooted in proven behavioral science. They have been deployed in 25 countries and over 40 medical specialties. The company has been present in China since 2018. Observia employs 60 people in France, Germany, Switzerland, and Sweden.

About SPUR

SPUR is Observia's behavioral diagnostic tool. Conceptualized in 2015, SPUR has been developed through a 4-year research plan, including 5 published studies in various scientific journals (Patient Adherence and Preference, Current Medical Research and Opinion, British Medical Journal Open, International Journal of Pharmacy Practice).

SPUR sheds light on the complexity of chronic patients' health behavior. It accurately detects a patient's risk of non-adherence to a treatment protocol and explains the reasons behind that risk via 4 over-arching behavioral dimensions: Social, Psychological, Usage and Rational.

The tool has been tested with thousands of patients and validated with 2,500 of them.

Designed for the continuous exploration and optimization of interventions for patients' adherence to treatment protocols, SPUR is free for use by the academic community globally.

About Kingston University

Kingston University offers an extensive range of undergraduate and postgraduate courses to equip its 17,000 students with the skills and knowledge they will need in the 21st Century's demanding workplace.

Having been named in the top 50 in the latest Guardian University Guide for the last two years and placing the University among the top 10 London institutions, Kingston University also received the 2017 Guardian University Award for Teaching Excellence.

The University is a growing force in research and a pioneer in entrepreneurship. The latest Higher Education Business and Community Interaction Survey reported that Kingston was the top university in the country for the number of graduates starting up their own businesses, helping more than 500 entrepreneurial graduates get their companies off the ground in the past few years.

Kingston University makes a substantial economic contribution to the local borough, London and the

United Kingdom. Developments in teaching, learning, research and facilities have all contributed to positioning the University at the heart of education and economic development in the region.

About Kingston Hospital

Kingston Hospital NHS Foundation Trust cares for more than half a million patients each year, from across Kingston, Richmond, Elmbridge (Surrey), Merton, Wandsworth and Sutton.

In 2018, Kingston Hospital became the first acute hospital trust in London to be rated Outstanding for overall quality and leadership by the national Care Quality Commission regulator.

The Trust provides a full range of diagnostic and treatment services and has a national reputation for innovative developments in healthcare, particularly in 'patient-focused' care across services including emergency, day surgery and maternity.

About the National Pharmacy Association

The National Pharmacy Association is the representative voice of independent community pharmacies across the UK and a leading provider of services to the entire sector. The NPA's aim is to support independent community pharmacies to succeed professionally and commercially for the benefit of their patients. It is a not-for-profit membership organization.

About the Health Education Foundation

The NPA's Health Education Foundation (HEF) was established in 1989 to advance public education in the prevention and proper treatment of disease and ill-health. The core of its work is the annual distribution of a bursary to support community pharmacy practice research. HEF is a registered charity and relies on the generous support of pharmacists and the public to continue its good work.

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