The Inodiab study

observia

First study in France assessing the impact of a text-message patient support program personalized on the basis of a global understanding of the patient.

In addition to socio-demographic, clinical and biological data collection, a thorough behavioral diagnostic of enrolled patients was performed using validated models.

Type 2
Diabetes

Oral
antidiabetic
treatements

114
Pharmacies

509
Patients

Test group
Patients receiving SMS

Control group
Patients not receiving SMS

Outcomes at Month 3

This study shows that a new individually tailored **text messaging service delivered by pharmacists helps improve medication adherence for T2D patients** in France and that it also helps **improve BMI.**

Body mass index (BMI)
reduced

Medical Adherence
improved

Involving pharmacists in patient engagement and support provides a real added value

01

Initial data collection was performed at the patient's usual pharmacy.

02

The patient/pharmacist relationship is strengthened even remotely.

Personalizing digital interventions based on patient behavior is relevant and effective

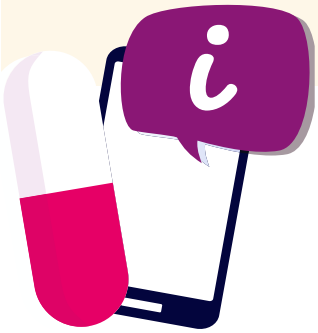
Since 2015, Observia has invested in R&D and collaborated with academic researchers to develop spur™, its digital behavioral diagnostic tool that allows full personalization of patient solutions.

Detailed protocol for the SMS group*

COLLECTED DATA

COACHING SMS

	MONTH 0	MONTH 3	MONTH 6
BIOLOGICAL MEASURES	**BMI** **HbA1C** **HDL Cholesterol**	**BMI** **HbA1C** **HDL Cholesterol**	**BMI** **HbA1C** **HDL Cholesterol**
BEHAVIORAL MEASURES & SATISFACTION	**PHYSICAL ACTIVTY :** IPAQ-SF **ADHERENCE :** MMAS-8	**PHYSICAL ACTIVITY :** IPAQ-SF **ADHERENCE :** MMAS-8 **SATISFACTION PATIENT**	**PHYSICAL ACTIVITY :** IPAQ-SF **ADHERENCE :** MMAS-8
PERSONALIZATION CRITERIA • **Clinical data** • **Socio-demographic data** • **Disease management:** Prochaska, SRBAI • **Reactance:** Hong's scale • **Adherence:** MMAS-8	**1 SMS/DAY,** automatic sending, signed «Your pharmacist» **MONDAY TO FRIDAY :** advice and treatment reminders **WEEK-END :** treatment reminders only		STOP SMS



PERSONALIZED CONTENT:
Nutrition – Physical activity - Lifestyle- Diabetes information – Medical appointment reminders – Dosage reminders

* Patients in the control group only received a standard accompaniment at the pharmacy during the treatment.

Lexicon

T2D : Type 2 Diabetes
BMI : Body Mass Index
HbA1C : Glycated hemoglobin
HDL : High Density Lipoprotein
SRBAI: Self-Report Behavioral Automaticity Index
MMAS-8: Morisky Medication Adherence Scale 8
IPAQ-SF: International Physical Activity Questionnaire – Short Form

At Observia, we are a passionate pioneer HealthTech company committed to help drive the healthcare (r)evolution and improve patients' lives.

We **design, configure and roll-out personalized**, intelligent and **multichannel patient engagement & support solutions, driven by AI and grounded in behavioral sciences.**

We have created a **new generation of evidence-based tools** to support **patient efficient behavioral change while improving their experience.** In particular d.tells™, our **smart engine** for personalizing patient solutions; powered by spur™, **an easy-to-use universal tool**, digital by design, that predicts patient behavior.

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