

A key driver of influencing medication adherence is sustained behavior change. Leading patient engagement programs are leveraging a 6-step process to move patients along in the journey, incorporating several proven, evidence-based techniques that address the underlying drivers of medication abandonment.

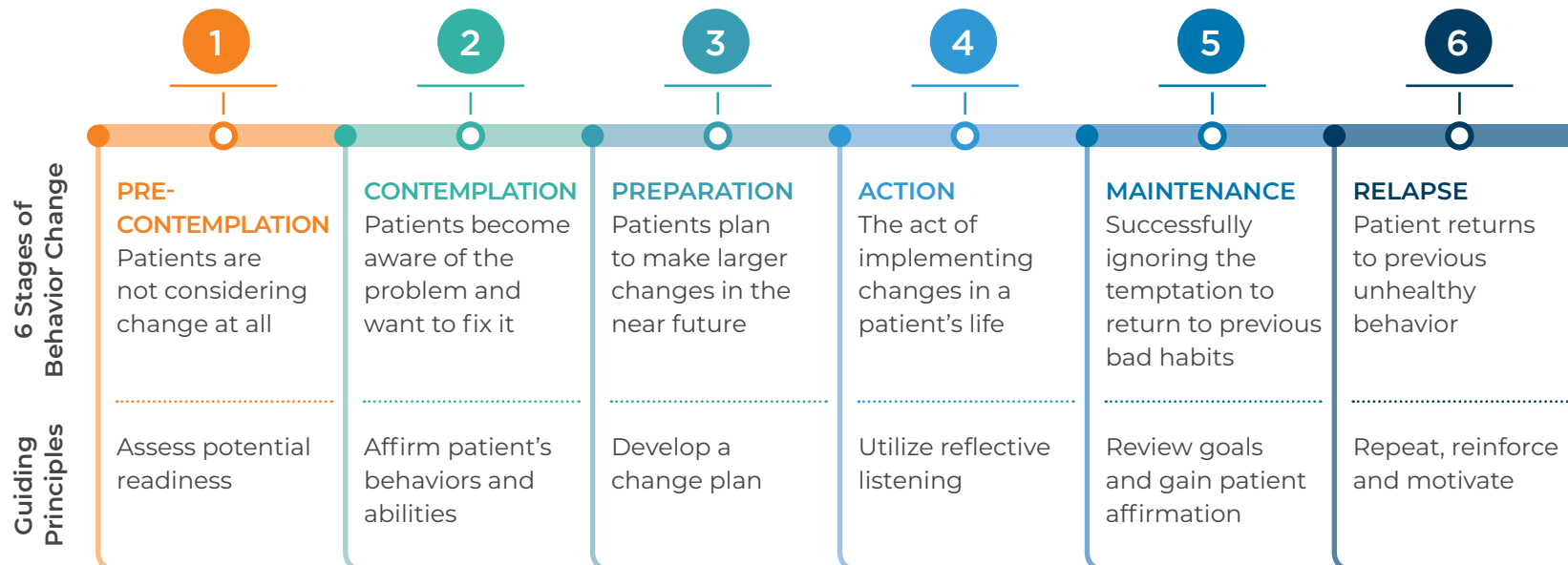
## THE NEED FOR BEHAVIOR CHANGE

Top reasons patients abandon their medication



## 6-STEP PROCESS TO DRIVE BEHAVIOR CHANGE

Guiding principles of patient engagement programs at each step of the process



## THE NEW GENERATION OF PATIENT ENGAGEMENT PROGRAMS

Proven strategies to behavior change

