

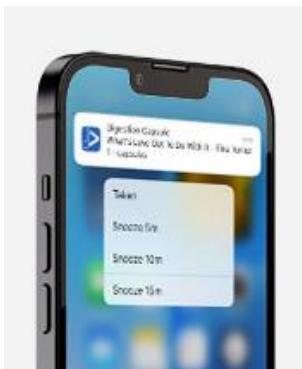
## MedTracks: Medication Adherence Through Memorable Music

*A low-cost, scalable solution aligned with NHS priorities*

### The Challenge for the NHS

Medication non-adherence remains one of the most persistent and costly challenges facing the NHS. Up to half of patients with long-term conditions do not take medicines as prescribed, contributing to avoidable hospital admissions, poorer clinical outcomes, and millions of pounds in wasted medicines and downstream care costs. Traditional reminder approaches, text alerts, alarms, or pill boxes often fail to sustain engagement, particularly for patients managing complex regimens, mental health conditions, addiction recovery, or cognitive challenges.

What is missing is not reminders, but **engagement**.



### The MedTracks Solution

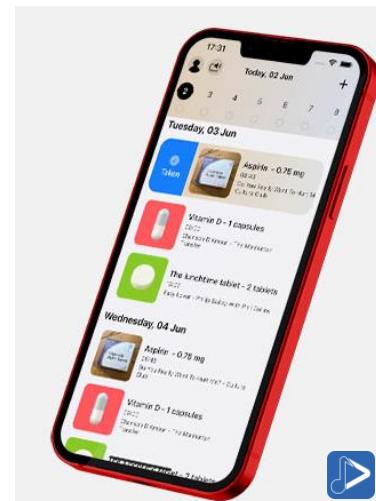
MedTracks is a digital medication adherence app that uses emotionally resonant music to prompt timely medication-taking. Instead of generic alerts, MedTracks delivers a 30-second music clip, typically a song from when the user was aged 6–15, a period strongly linked to durable memory and emotional engagement.

At the scheduled medication time, the music plays via a smartphone notification. From that notification, patients can immediately mark medication as “Taken” or snooze it for a short time. This simple interaction reduces friction, supports routine formation, and encourages consistent adherence.

The core principle is behavioural: music activates emotional and cognitive pathways that standard reminders do not, making prompts harder to ignore and easier to act on.

### Proven Relevance to NHS Priorities

A pilot with **NHS Highland** demonstrated that MedTracks is feasible, acceptable, and engaging for patients managing long-term conditions. Early findings showed reductions in missed doses and forgetting, even among patients with relatively good baseline adherence—suggesting strong potential impact in higher-risk populations.



Beyond the pilot, NHS teams have expressed interest in MedTracks for:

## Value Proposition

- **Addiction recovery**, often adherence challenges cluster around predictable windows such as cravings, emotional lows, or stress spikes
- **Mental health**, including time-critical medications such as Clozapine, where missed doses carry significant risk
- **Parkinson's and neurological conditions**, where medication timing is crucial for symptom control

These use cases align directly with NHS priorities around long-term condition management, mental health, rehabilitation, and health inequalities.

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## Value to the NHS

### Low cost, high scalability

MedTracks runs on patients' existing smartphones, no specialist equipment, no complex infrastructure, and minimal staff time.

### Minimal operational burden

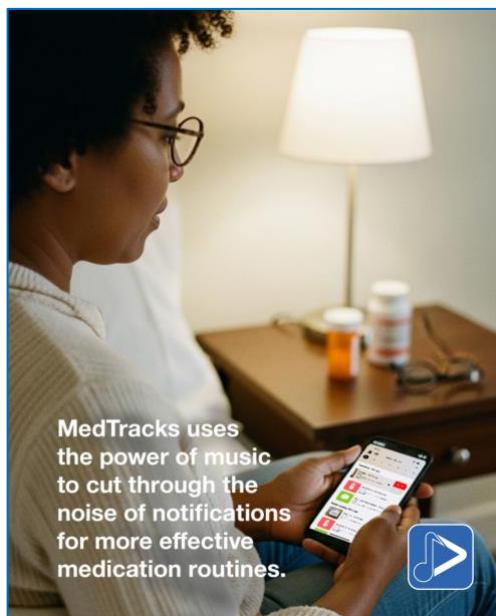
Patients self-manage reminders, with simple onboarding and intuitive use. Aggregate, anonymised analytics can support service-level insights without adding workload.

### Measurable outcomes

Improved adherence translates into better clinical outcomes, fewer avoidable admissions, reduced medicines waste, and improved patient experience.

### System-wide impact

At scale, even small improvements in adherence can deliver significant financial savings and capacity relief for the NHS.



MedTracks uses the power of music to cut through the noise of notifications for more effective medication routines.



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