



Trial Shows Care Management Support Increases Adherence

TRENDING NOW: Mobile technology improves patient outcomes.

randomized control trial conducted through the Montefiore Medical Center earlier this year found a significant improvement in a number of key patient engagement metrics when care managers used mobile technology to provide support. The two-month trial was designed to determine whether mobile technology could help care managers provide more consistent and efficient support and quality of care for Medicaid patients. The results show a:

- » 40% increase in self-reported patient adherence to appointments
- » 12% increase in medication adherence
- » 7% increase in meeting care plan goals

The study also focused on measuring improvements in knowledge, motivation, and ability. The clinical trial found patients receiving care management support with mobile technology were:

- » 26% more confident
- » 22% more knowledgeable about the lifestyle changes recommended for their health compared to patients simply receiving care management services without the intervention
- » 21% more motivated

The trial studied 67 patients and 15 care managers involved in Montefiore Medical Center's Medicaid Health Home. Sense Health, a healthcare company focused on supporting underserved patients through mobile technology, provided the mobile technology and the trial was conducted with Montefiore Medical Center's University Behavioral Associates (UBA) and supported by a \$100,000 Pilot Health Tech NYC grant.

▼ For more information, visit sensehealth.com.

Partnership Develops Outcomes Tool for Rare Non-Hodgkin's Lymphoma

The patient network PatientsLikeMe and the biopharma company Actelion are partnering to create a new patient-reported outcomes tool for the rare form of non-Hodgkin's lymphoma called MF-CTCL. The collaboration will leverage PatientsLikeMe's Open Research Exchange (ORE), an online hub for developing and sharing new health measures that better reflect patients' experiences living with and managing disease. Patients will share their experiences to help researchers better characterize the disease and develop appropriate treatment strategies.

Actelion is the first pharmaceutical company to use ORE to create a measure for a rare condition and, once completed, to share it with other researchers. Actelion will work with PatientsLikeMe to engage people who have MF-CTCL for support and research and to develop and test the tool. PatientsLikeMe welcomes anyone with MF-CTCL who is interested in contributing to join in at patientslikeme.com.

▼ For more information, visit patientslikeme.com.

New Tool for Monitoring Social Media

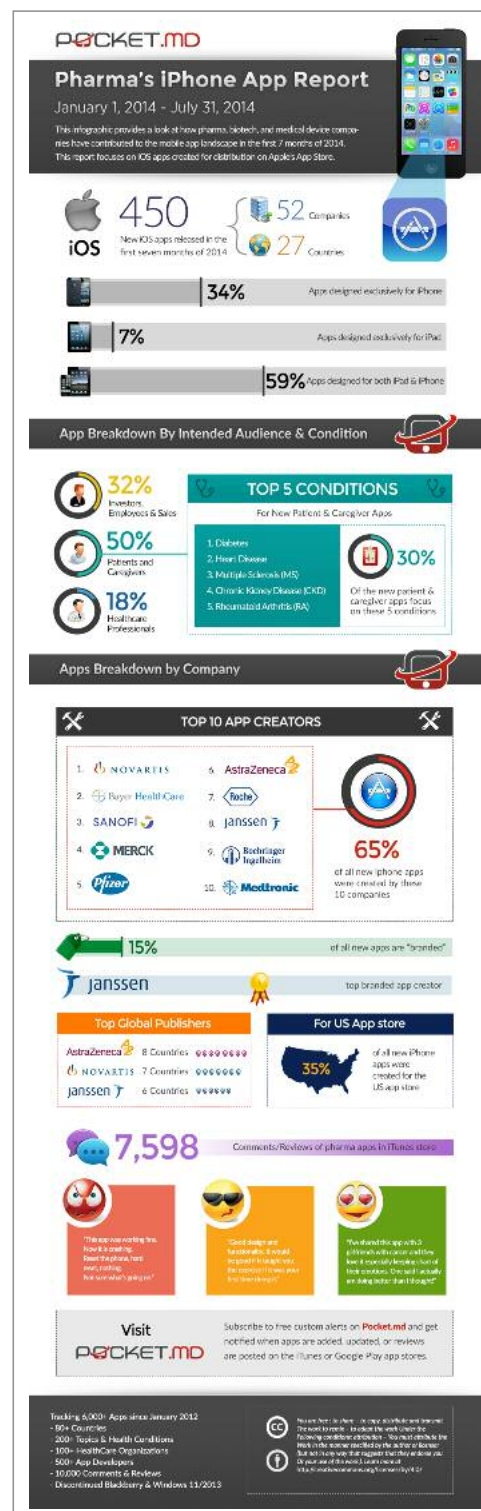
Intouch Solutions has launched SocialQueue, a tool for pharma companies to monitor and manage activity across their social channels, enabling them to engage in social settings while abiding by the strict regulations of the industry. SocialQueue helps overcome the hurdles of monitoring and responding to the continual posting, commenting, and liking of its content by consumers.

The tool gathers, catalogs, and alerts pharma companies to activity data across their social channels. Whenever activity occurs on a pharma company's social property, an alert is sent, so responses can be made in real time and, when necessary, reported.

▼ For more information, visit intouchsol.com.

Pocket.MD Pharma Mobile App Roundup

Pocket.MD, a free online service created by The Alchemy Factory, has curated a directory of mobile applications created by healthcare companies for medical professionals, patients, caregivers, and consumers. The infographic, supplied by Pocket.MD,



shows that 50% of 450 apps created in the first seven months of 2014 were aimed at patients and consumers; the top five conditions with apps for patients were diabetes, heart disease, MS, chronic kidney disease, and rheumatoid arthritis. The top five app creators are listed as Novartis, Bayer, Sanofi, Merck, and Pfizer.

▼ For more information, visit pocket.md

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