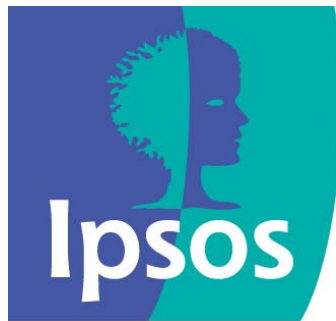


Ipsos Health Supports New National Medication Adherence Campaign

Script Your Future Campaign Encourages Patients to Take Their Medications as Prescribed

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New York, NY, May 25, 2011 - Ipsos Health announces that it has joined a new national campaign to help save lives and money by encouraging Americans to take their medication as prescribed. The *Script Your Future* campaign was officially launched May 11 by the National Consumers League with an event in Washington, DC featuring Dr. Regina M. Benjamin, Surgeon General of the United States.

"Ipsos is excited to be a part of the campaign to raise awareness about, and ultimately, improve medication adherence among American consumers," says Elys Roberts, President of Ipsos Health. "Whether it is the prescription leakage for the biopharma industry, the impact on rising healthcare system costs, or the negative health outcomes for patients - any way you look at it, the impact of poor adherence is massive. Ipsos Health fully supports the *Script Your Future* campaign and we are ready to do our part to spread this message."

Nearly three out of four people in the United States report that they do not always take their medications as directed – which can lead to serious health consequences and avoidable costs. There are many reasons for this, but the result is always the same: patients are not receiving the therapy prescribed for them by their health care practitioners. This often means missing out on life-saving benefits and a better quality of life, and losing protection against future

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illness or serious health complications. Already, the total costs of non-adherence amount to nearly \$300 billion a year, including costs from medical complications and hospital readmissions.

The goal of the *Script Your Future* campaign is to raise awareness among consumers and their family caregivers about the importance of taking medication as prescribed as a vital first step toward better health outcomes. The campaign focuses on patients affected by three serious chronic conditions – diabetes, respiratory disease, and cardiovascular disease. It also encourages patients and health care practitioners to better communicate about ways to improve medication adherence. In addition to coordinated national communications, *Script Your Future* will include targeted outreach efforts in six U.S. cities: Baltimore, MD; Birmingham, AL; Cincinnati, OH; Providence, RI; Raleigh, NC; and Sacramento, CA.

The campaign also features targeted outreach to health care practitioners to support them in their efforts to help patients with chronic disease improve their adherence, including a website specifically for practitioners, with downloadable and shareable tools. Information on the *Script Your Future* campaign can be found online at www.scriptyourfuture.org and includes links to Facebook, Twitter, and other social media outlets.

Paul Snyderman, Ipsos Health's Chief Research Officer, adds, "As part of our support for the campaign, Ipsos Health will be sharing insights and learnings from our Adherence Dynamics Model™ which is the result of extensive research and development efforts including our own large patient-based research studies. It is based on the premise that one-size-fits-all compliance programs don't work and that medication non-adherence is a complicated



problem that requires a sophisticated segmentation solution. Hopefully the NCL's ambitious and much-needed initiative can benefit in some small way from our work in this area."

Ipsos Health is proud to be joining the campaign's other Committed Partners, which include the American Medical Association, the American Pharmacists Association, the National Association of Chain Drug Stores Foundation, the American Diabetes Association, the National Business Coalition on Health and pharmaceutical companies. In addition, key government agencies including the Food and Drug Administration are participating in the campaign to help raise awareness of the value of medication adherence.

NCL is interested in building broad support for this initiative. Please visit the NCL adherence web page at www.nclnet.org/adherence if you'd like to submit an adherence tool for use by health care practitioners or patients, or for more information on current efforts to improve medication adherence.

Script Your Future is a campaign of the National Consumers League (NCL), a private, non-profit membership organization founded in 1899. For more information about the *Script Your Future* campaign, visit www.ScriptYourFuture.org. For more information on NCL, please visit www.nclnet.org.

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