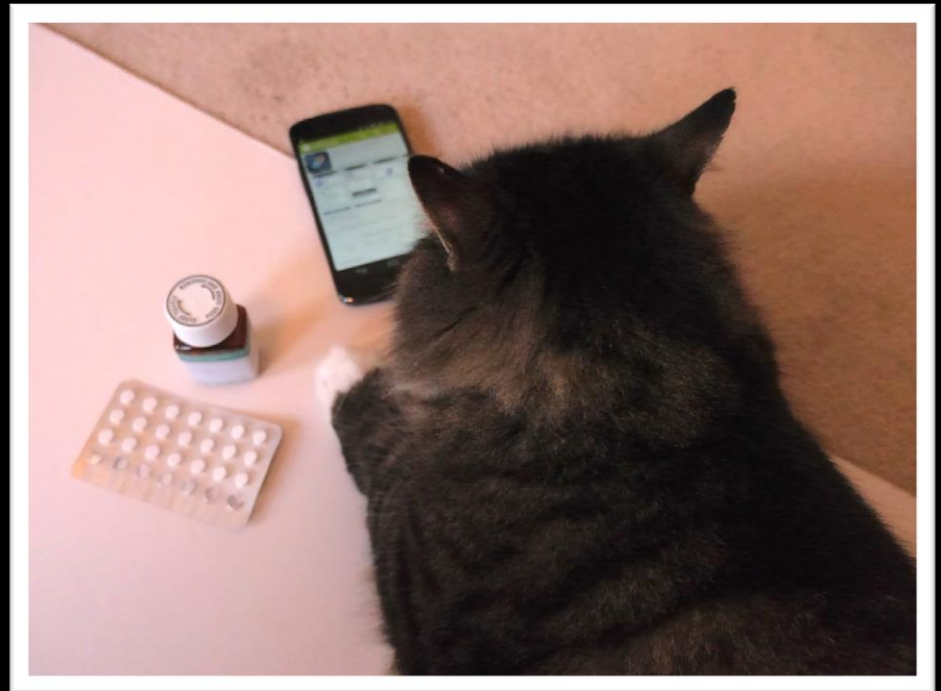
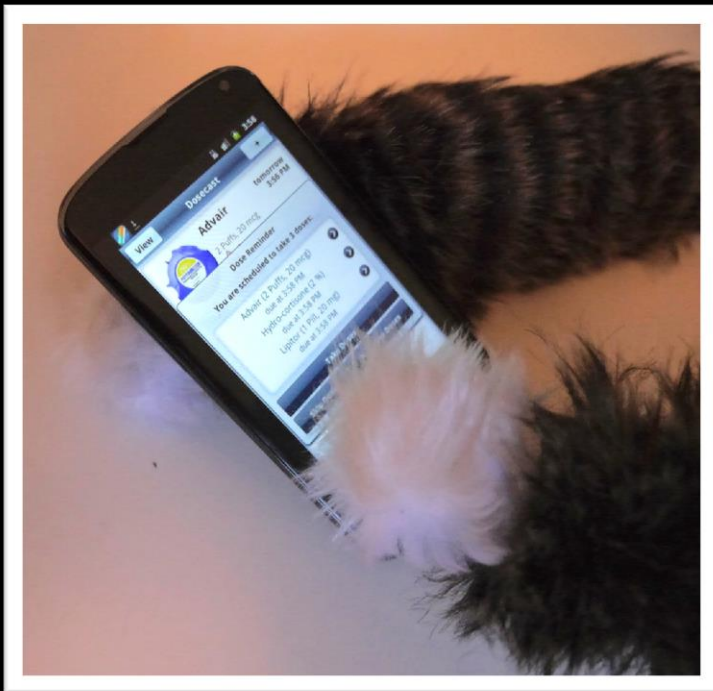


Medication reminder apps: ~~the Good~~, the Bad and the Ugly



One million of unwanted pregnancies each year are the result of medication non-adherence and irregular use caused by forgetfulness is one of the main reasons.



Remembering oral contraception

- 971 participants
- 76% 18-25 years old
- 16% recently started
- 57% on the Pill for 1-5 years
- 27% on the Pill for 5+ years
- 0% were cats



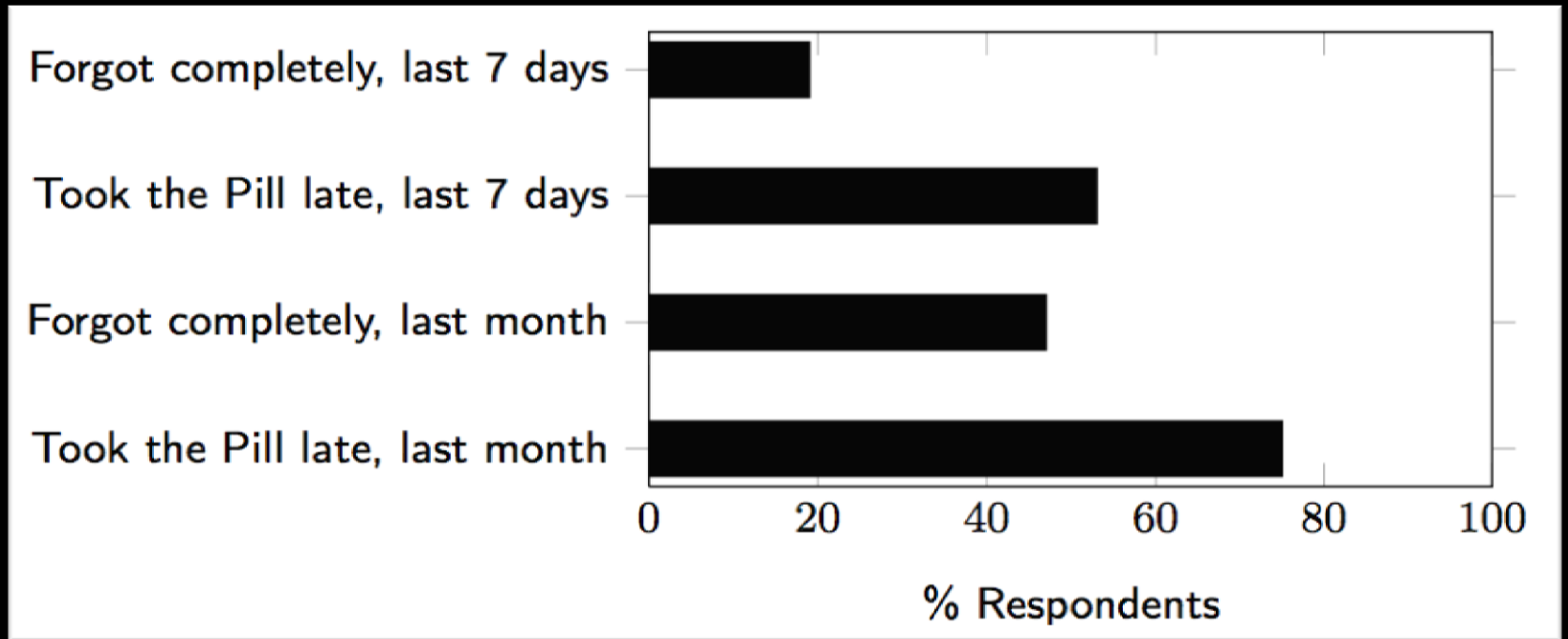
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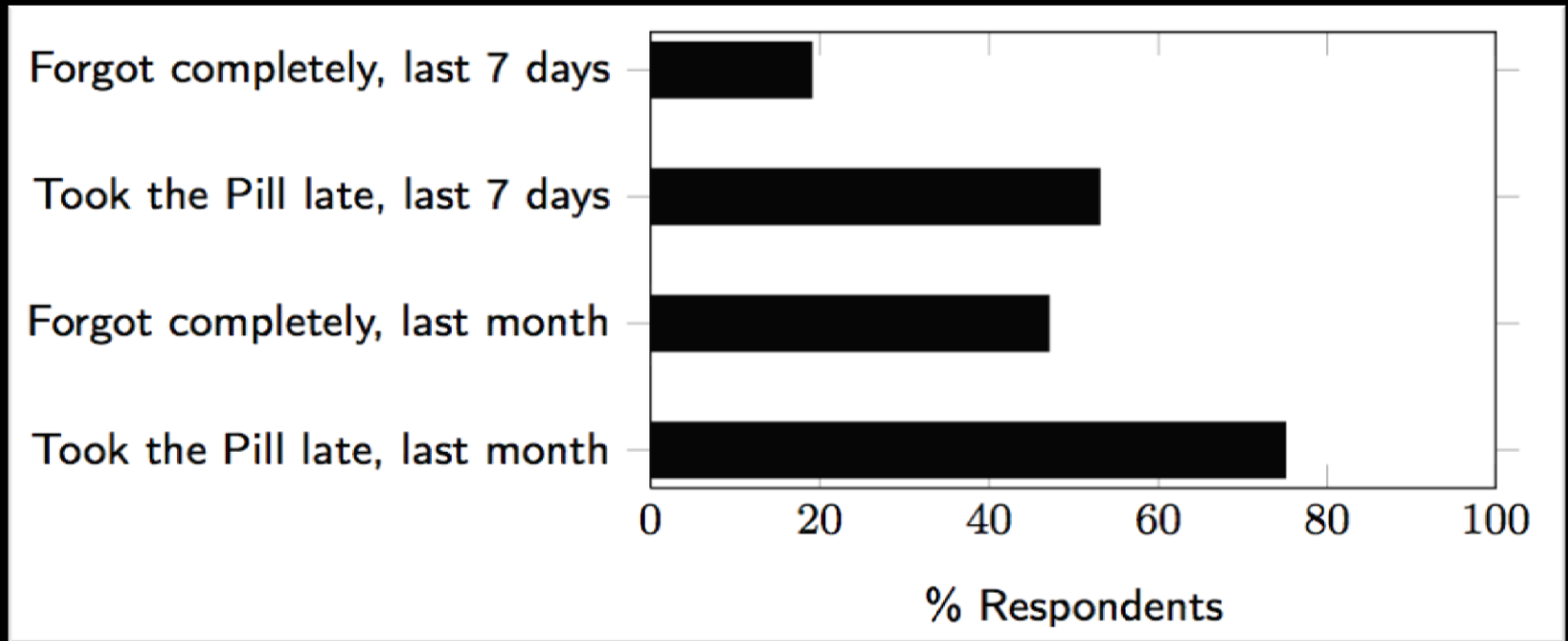
66% of 16-24 year olds in the UK own a smartphone



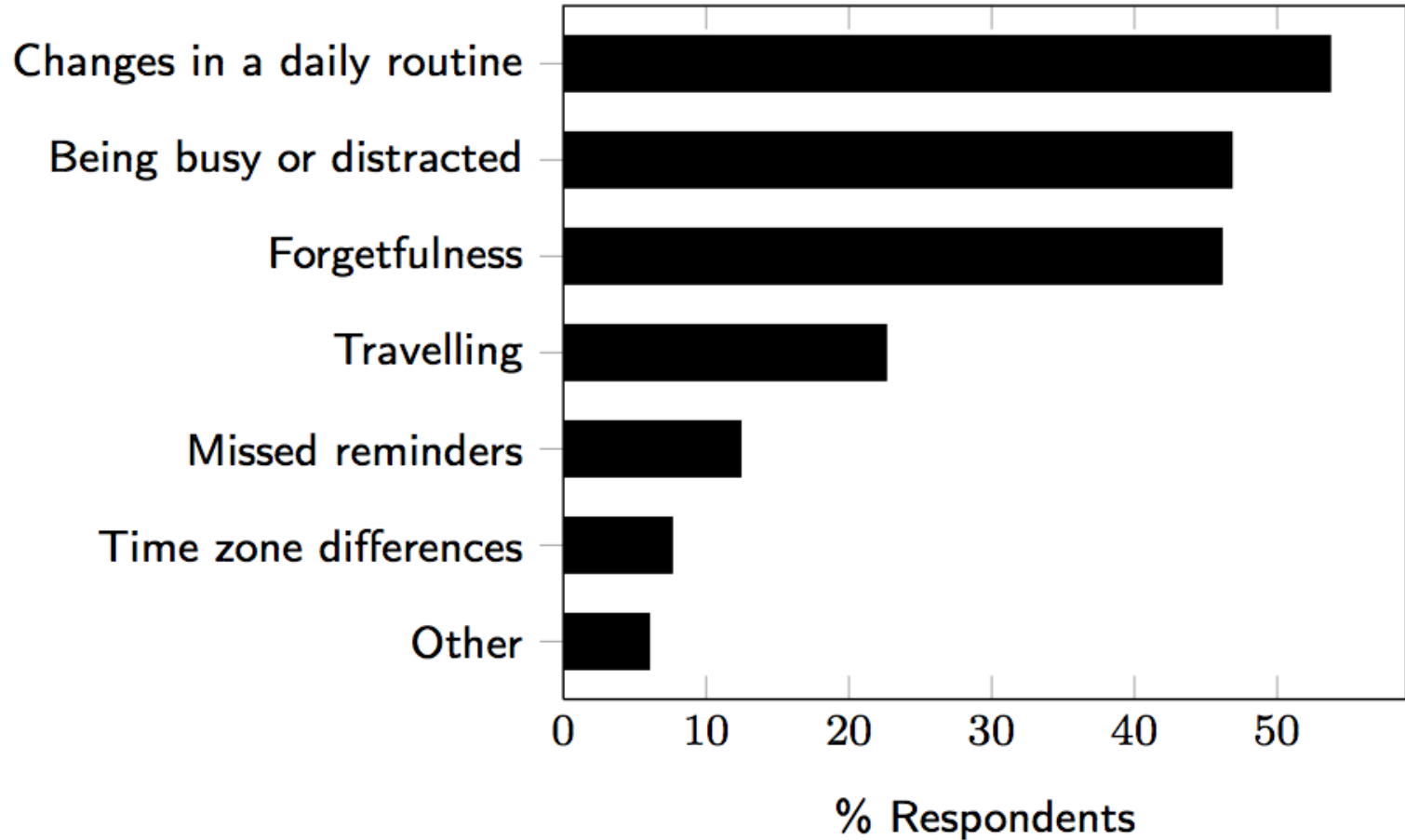
Remembering the Pill



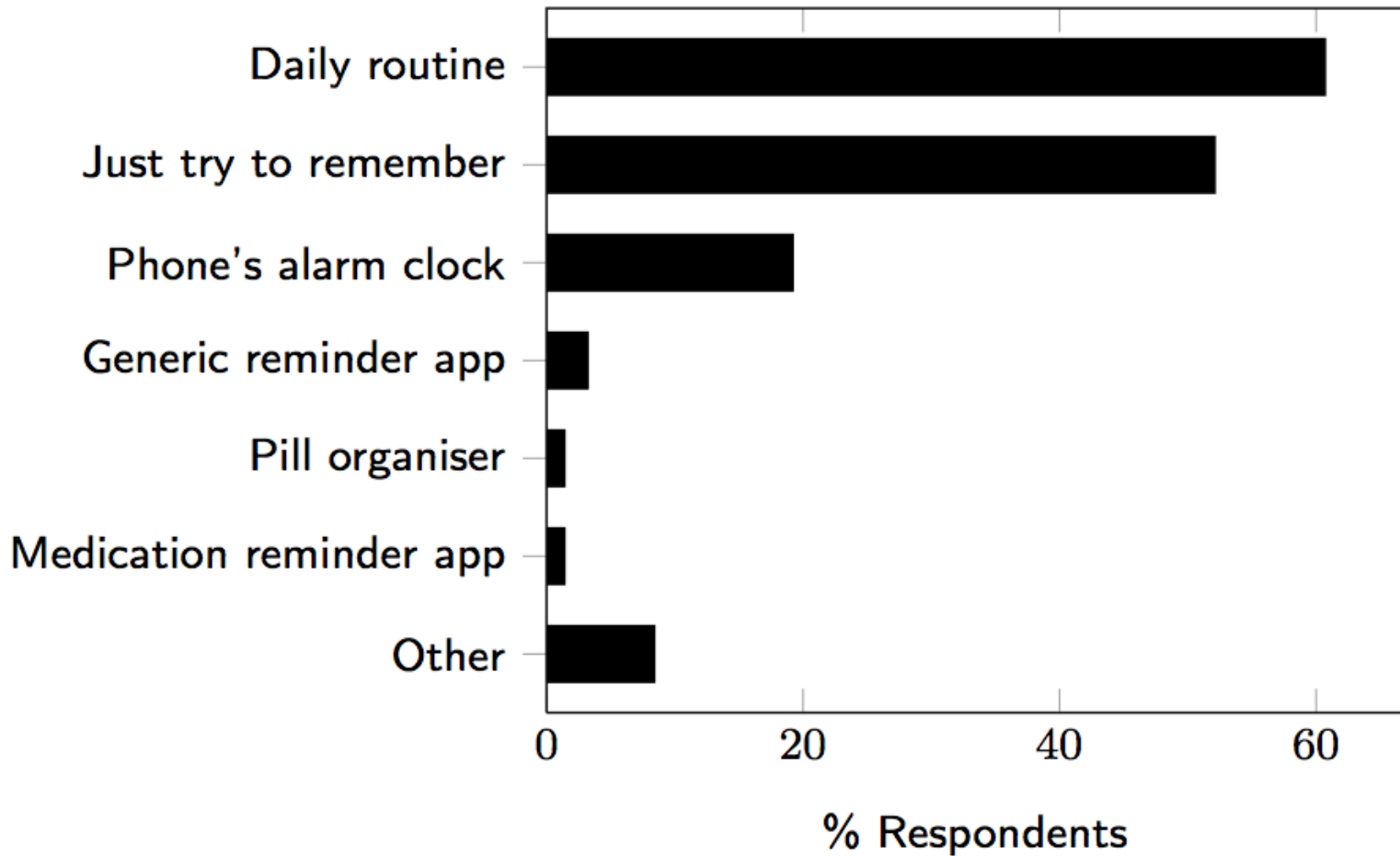
~~Forgetting~~ Remembering the Pill



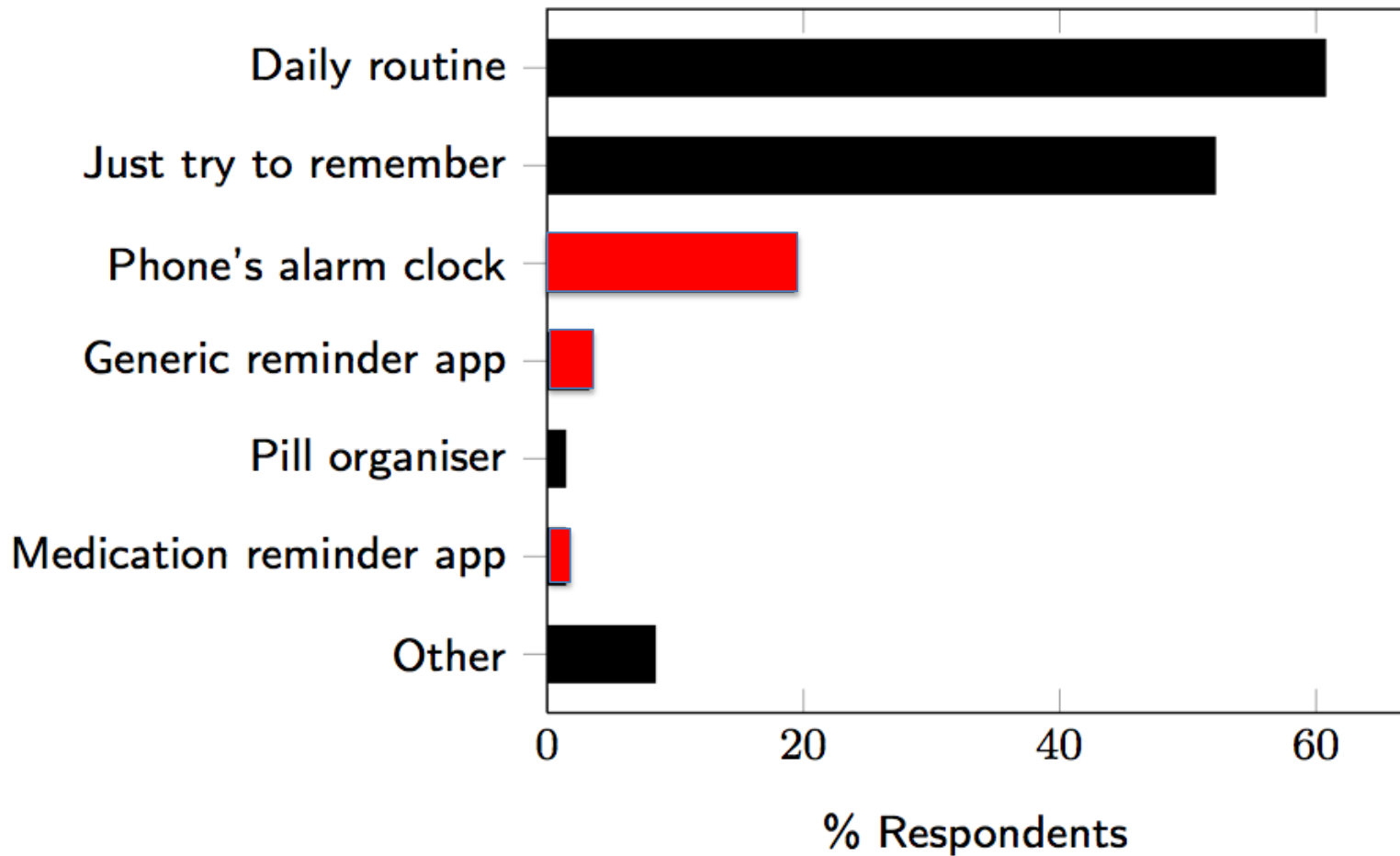
Reasons of forgetting



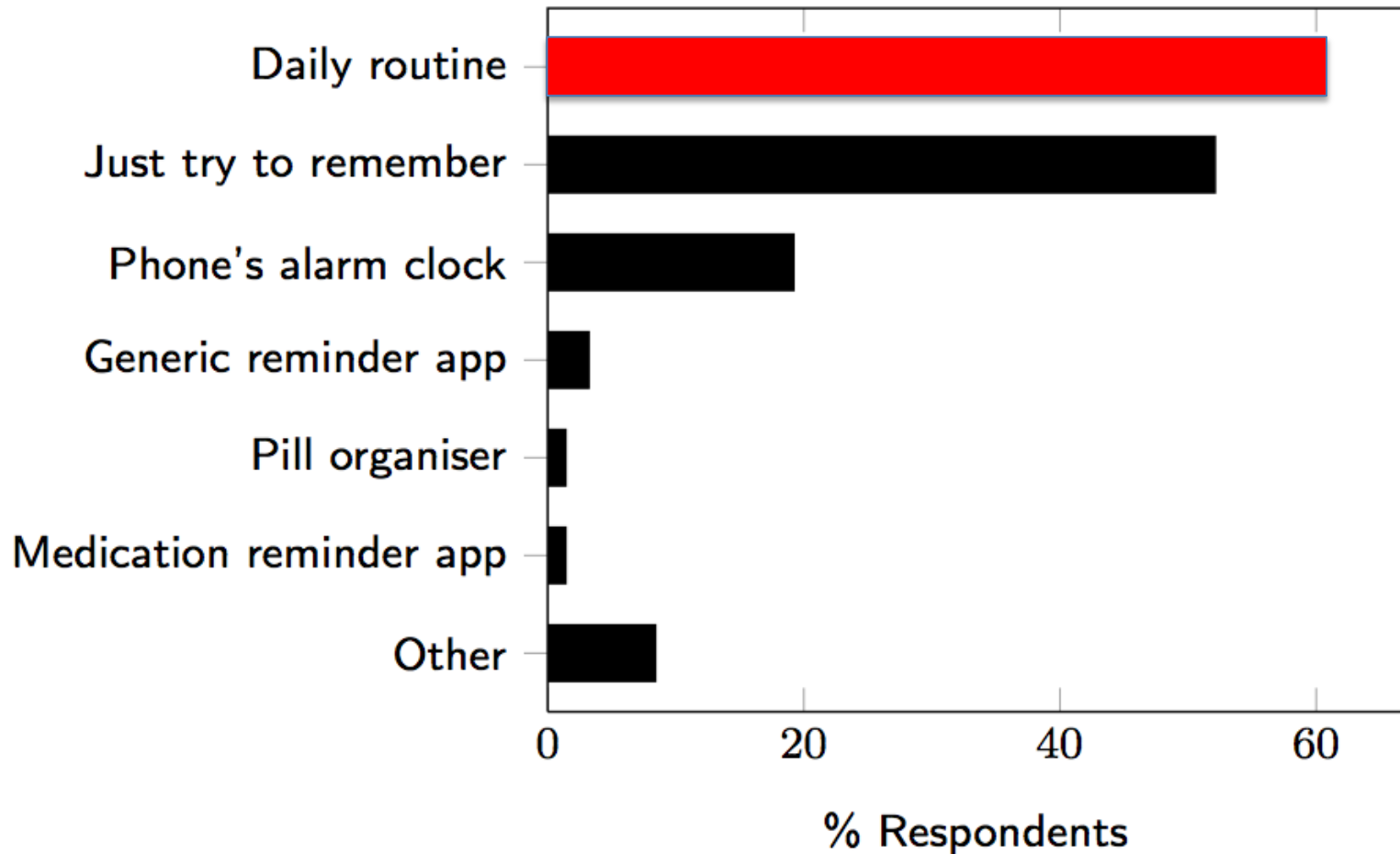
Remembering strategies



Where's technology?

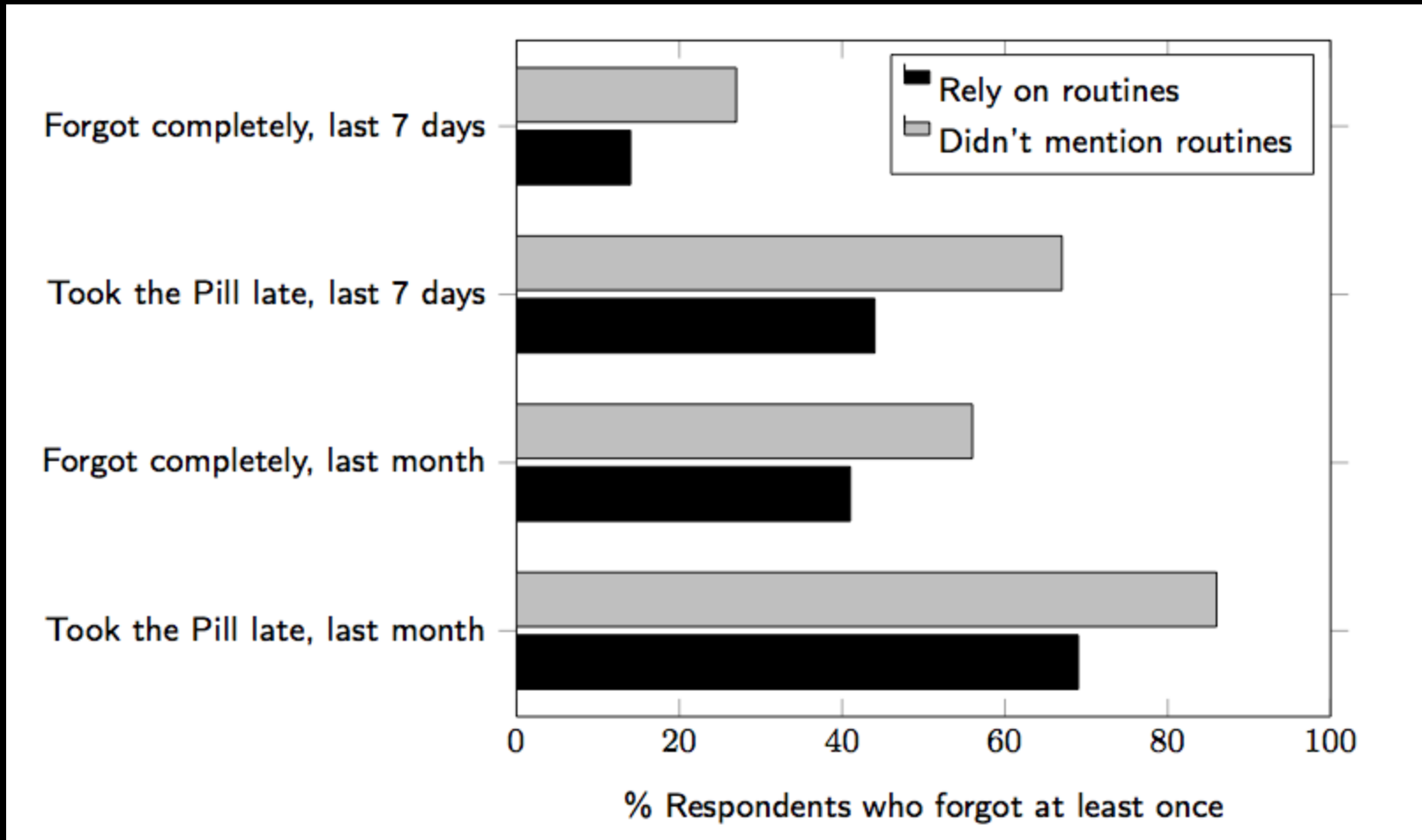


Remembering strategies





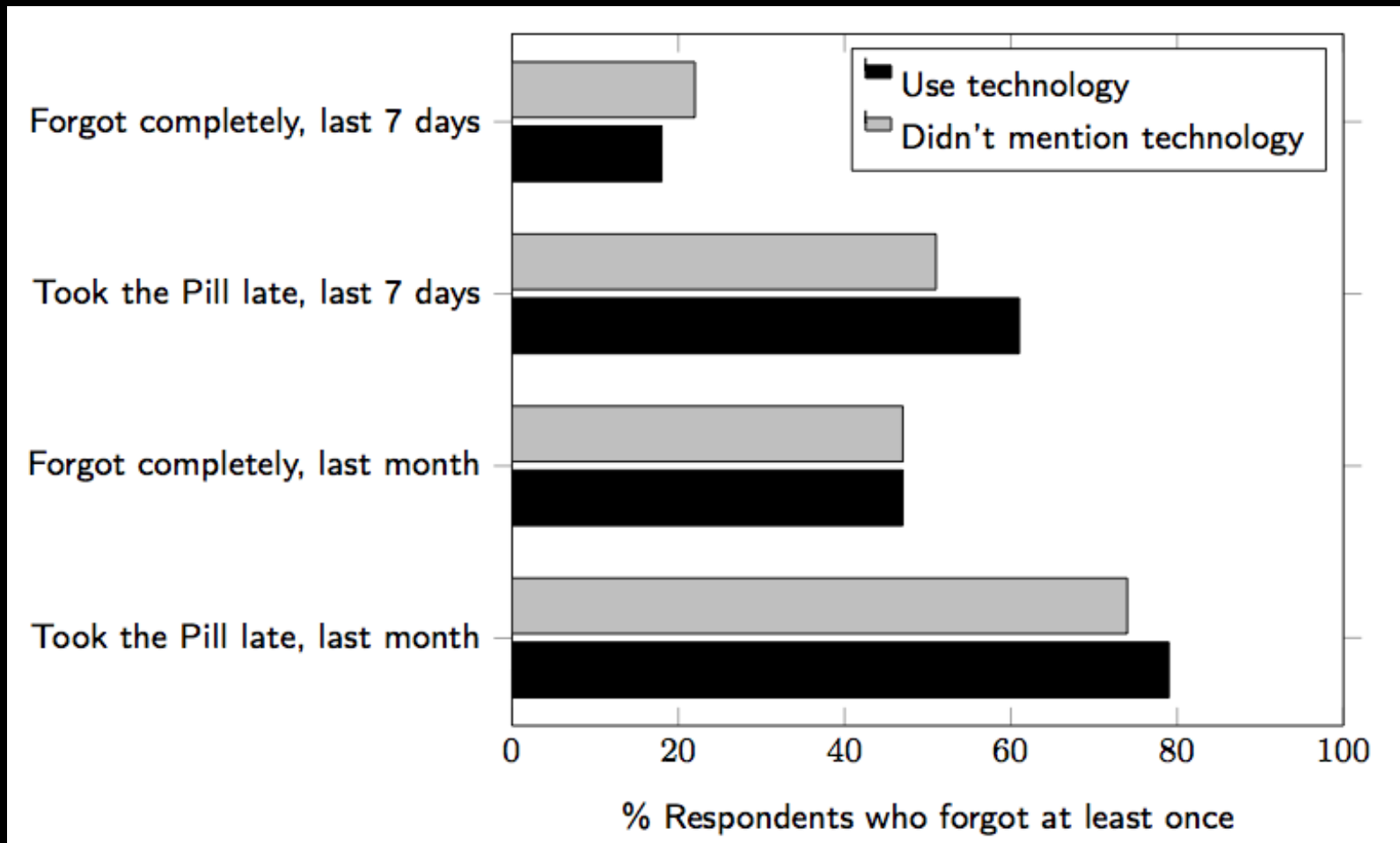
Benefits of routines



Rely on routines: N=589

Didn't mention routines: N=382

Benefits of technology?

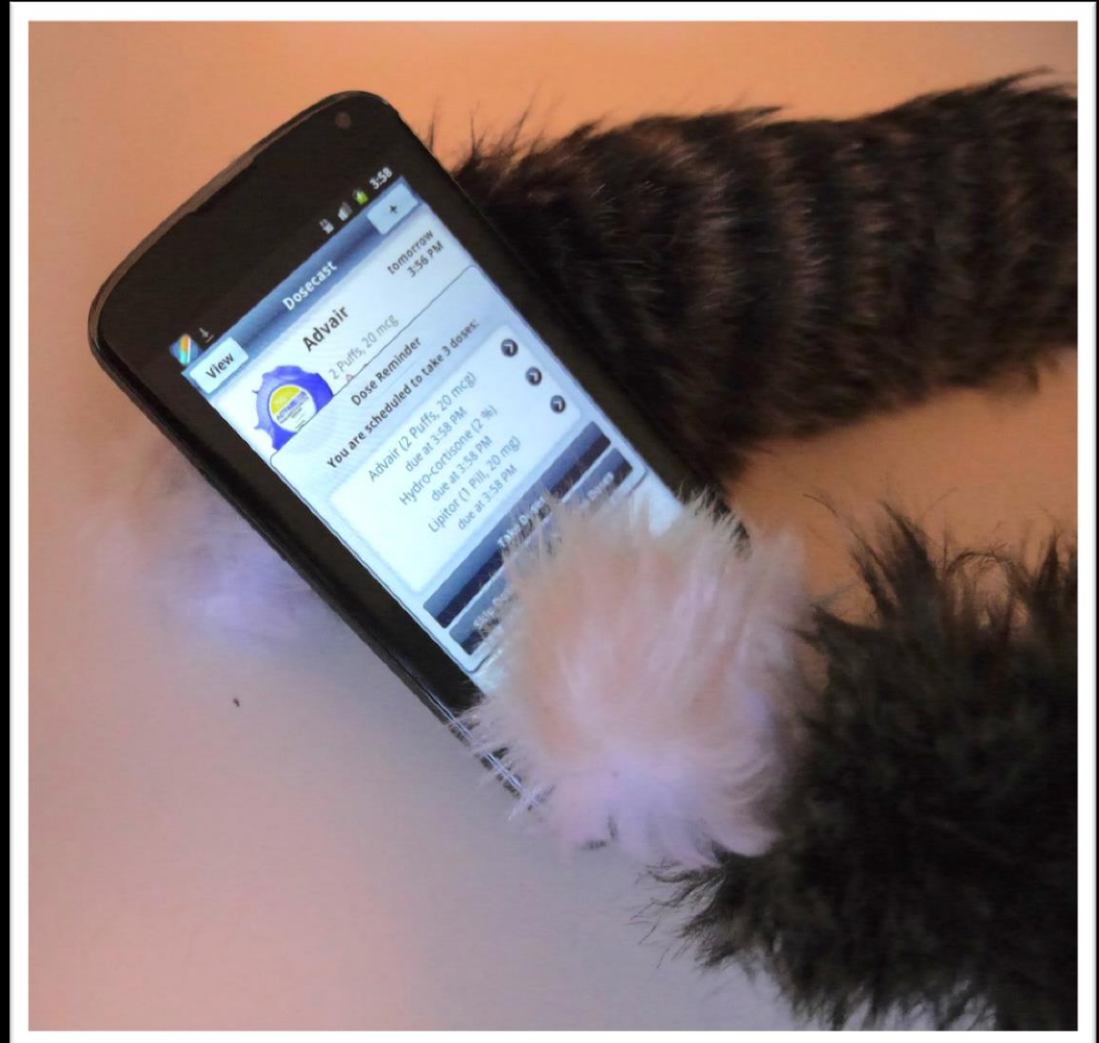


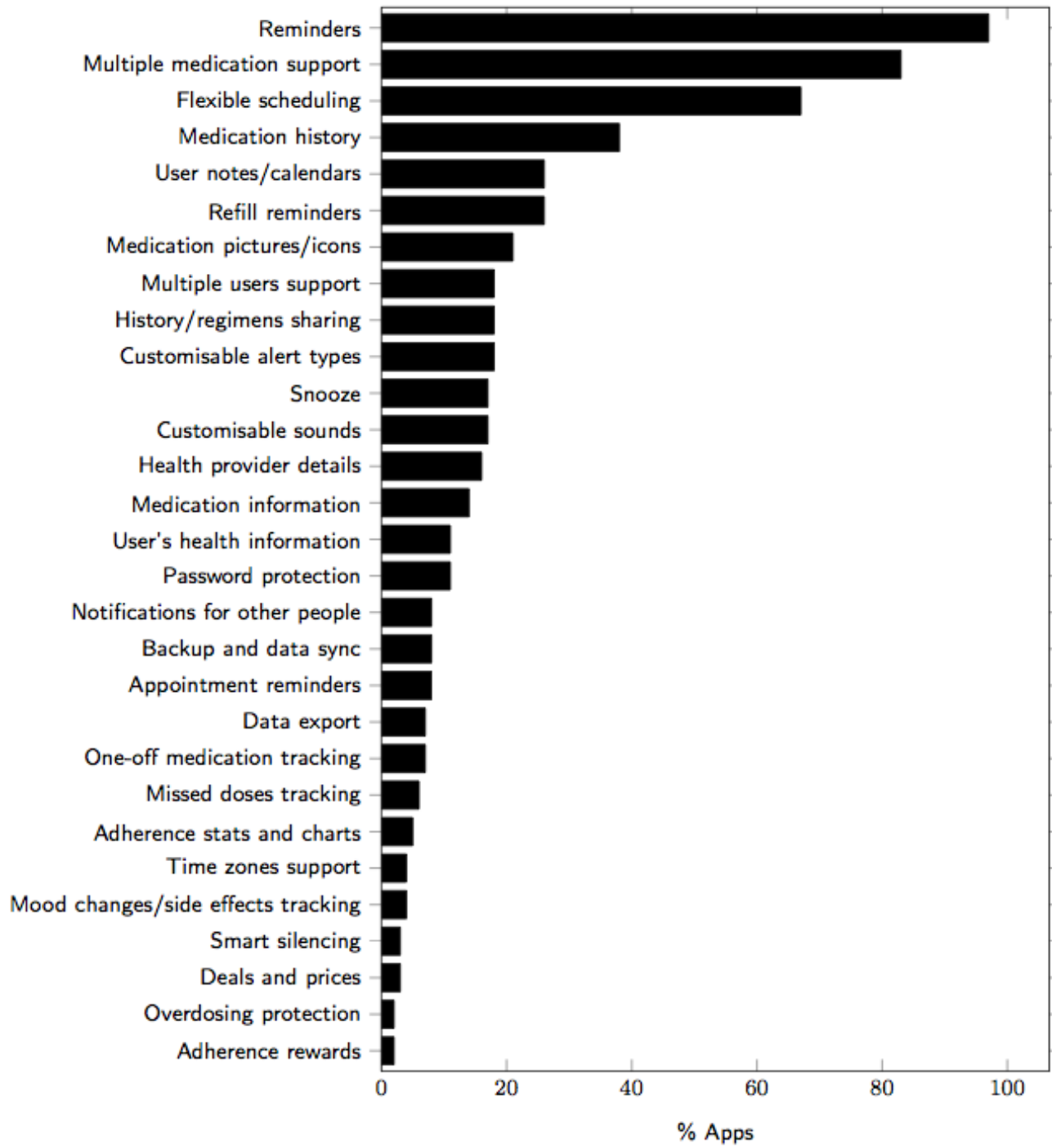
Use technology: N=223

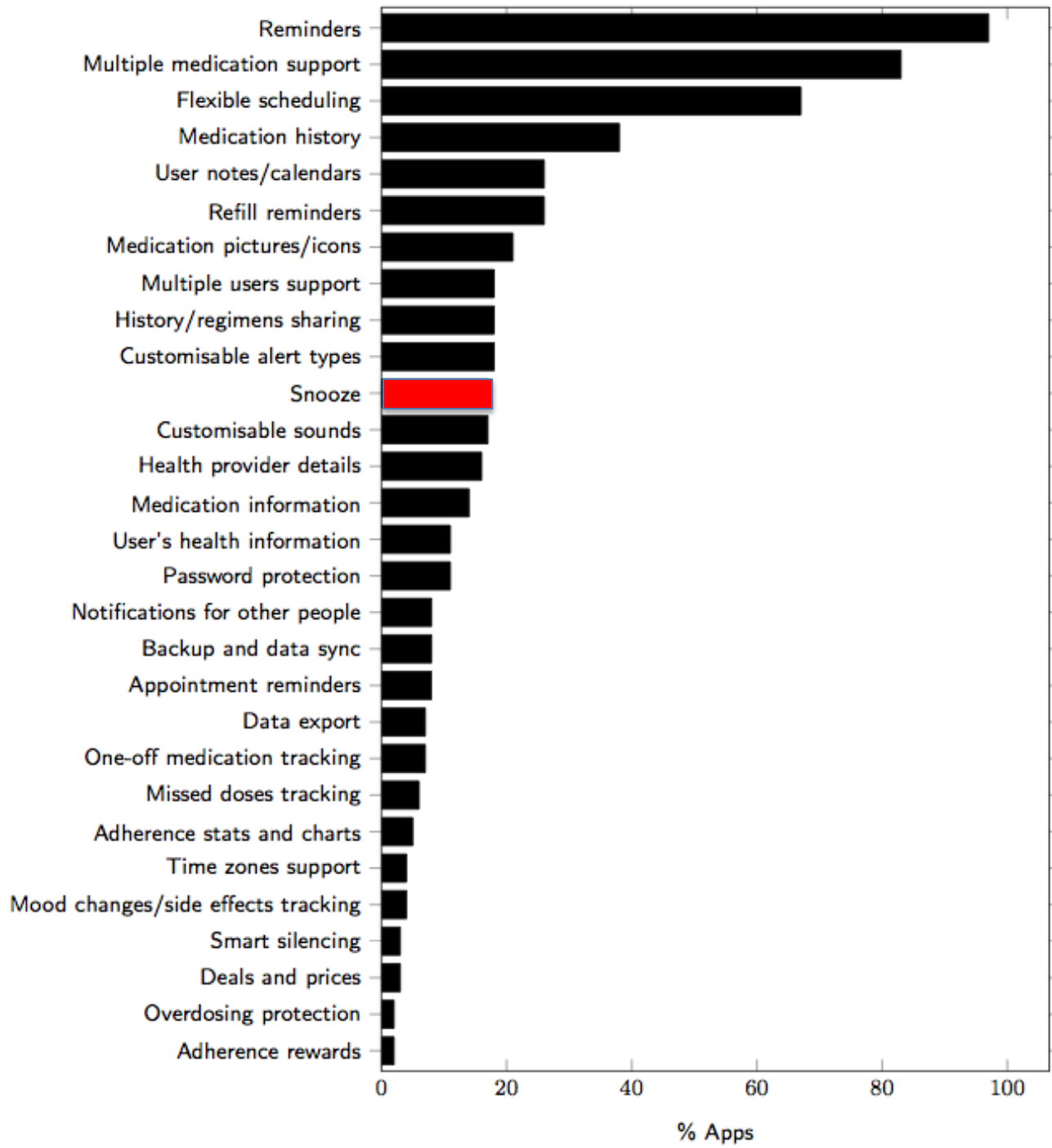
Didn't mention tech: N=748

Review of medication reminder apps

- 229 apps
 - 123 iOS
 - 106 Android









Today

8:00 AM	Taken
<input checked="" type="checkbox"/> Allegra	>
8:00 PM	..in 4 hours
<input type="checkbox"/> Allegra	>
<input type="checkbox"/> Coumadin	>



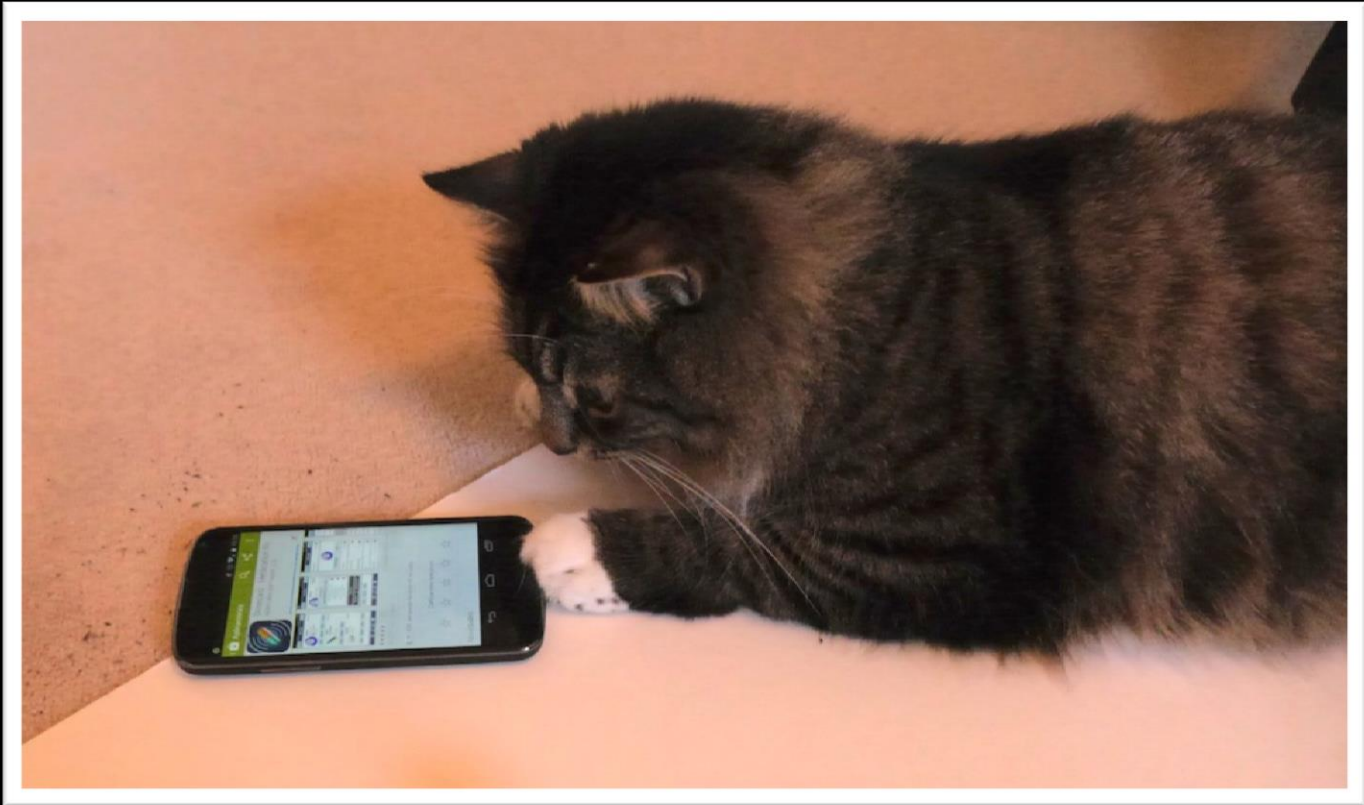
Today

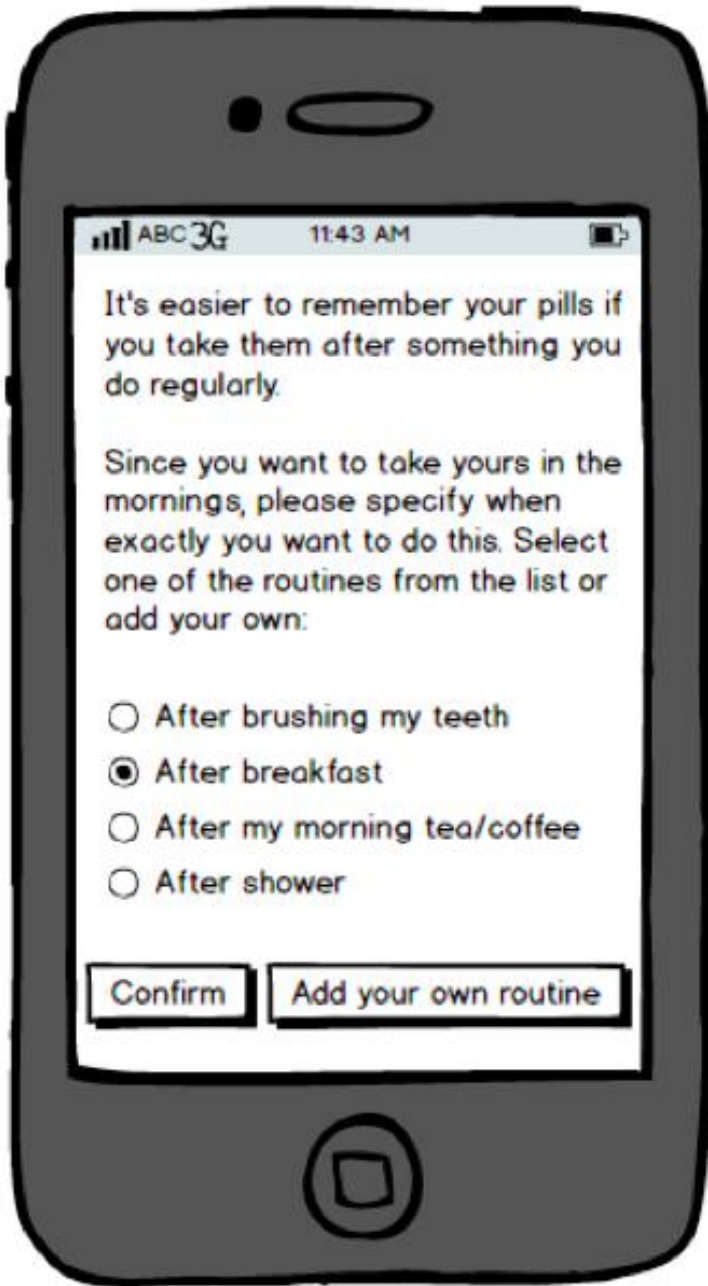
8:00 AM	Missed
<input type="checkbox"/> Allegra	>
8:00 PM	Missed
<input type="checkbox"/> Allegra	>
<input type="checkbox"/> Coumadin	>

How to improve the apps?

1. Support habit formation
2. Provide back-up notifications
3. Allow checks afterwards

Example

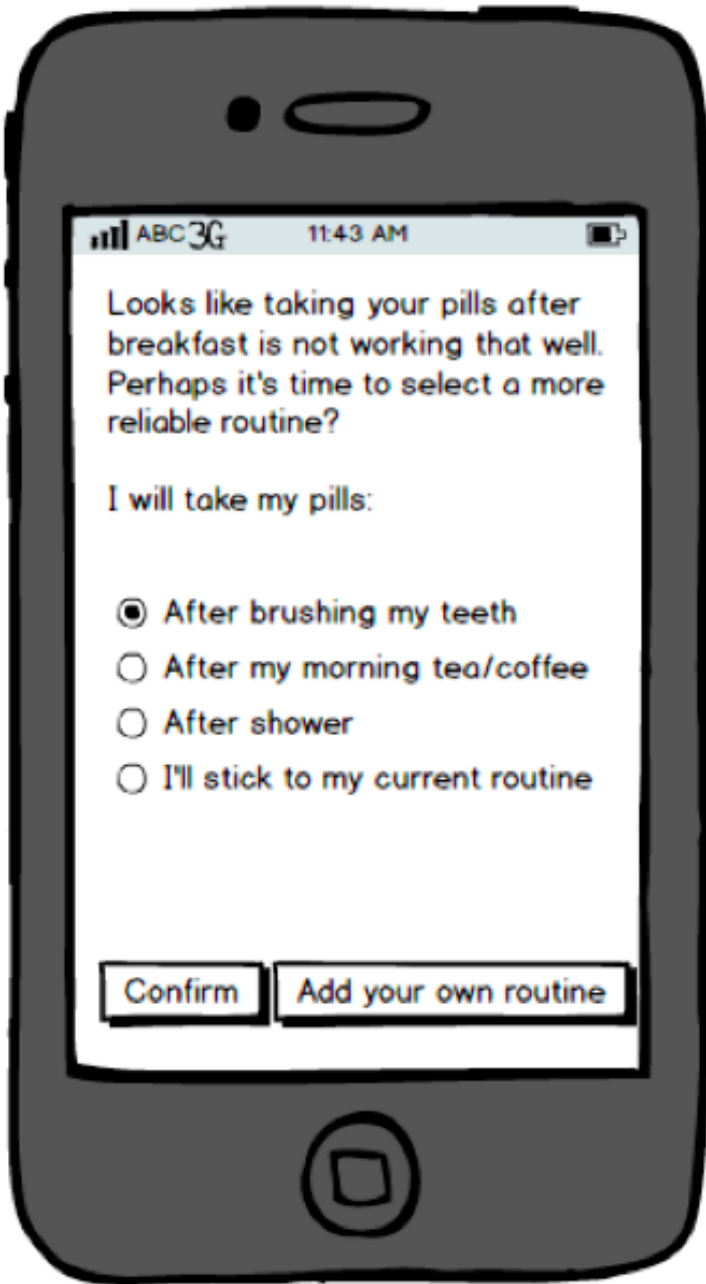




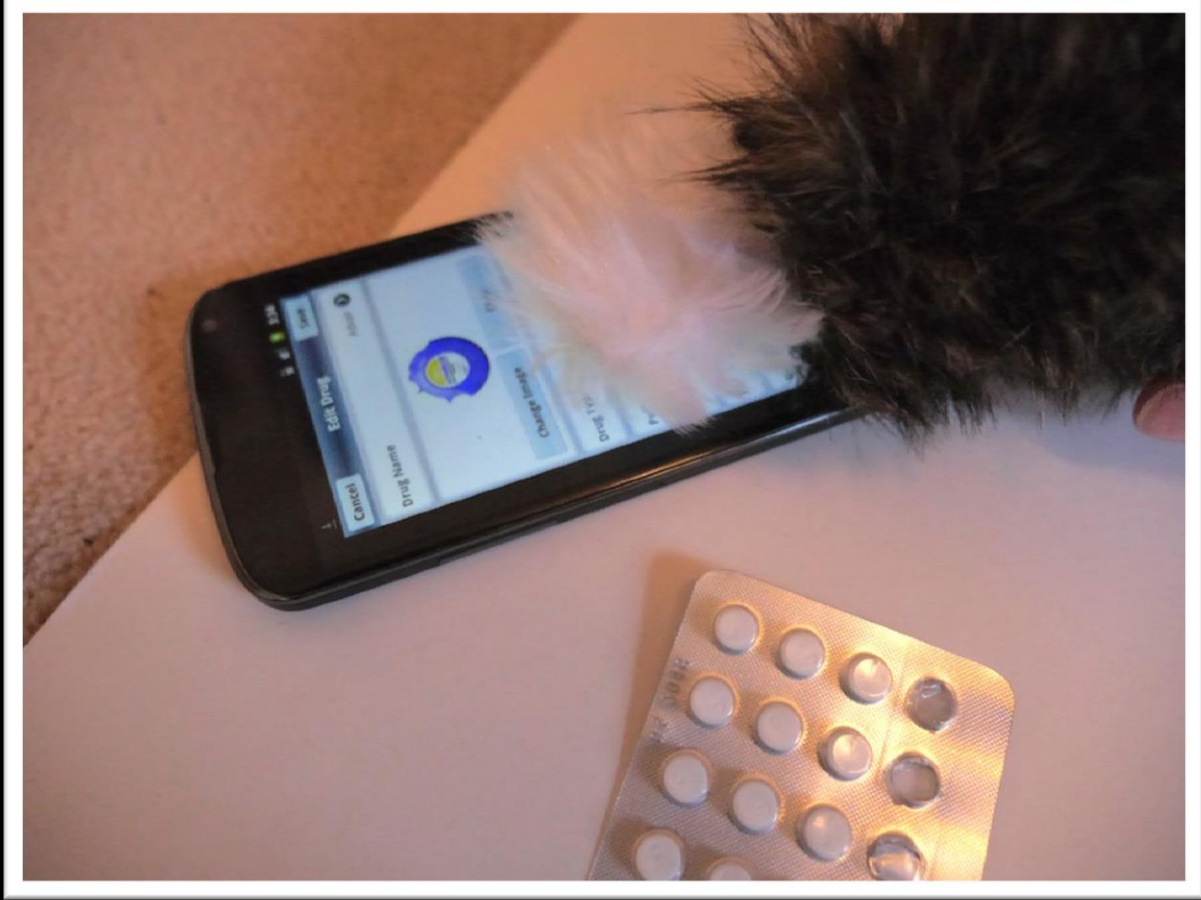
Picking new routine



Back-up notification



Adjusting the routine



Thank you. Questions?

