



## HEALTHCARE SERVICES INSIGHTS

# Video Observed Therapy: How it Boosts Patient Adherence to Medication Protocols.

Discover how virtual patient engagement can support medication adherence.

**Using video as a medium to support compliance.**

# MEDICATION ADHERENCE IS A GLOBAL HEALTHCARE CONCERN

## Despite advances, inconsistent medication adherence remains a patient health problem

- 50% of patients don't stick to their prescribed medication protocols.\*

## This lack of Rx compliance has worldwide repercussions

- Affects worker productivity and drains hospital resources.
- Makes it harder for patients to recover and go back to earning income, increasing medical debt.

## Improving it could have more impact than new cures

- Increasing the convenience of adherence check-ins can improve outcomes more consistently than advancements in any specific medical treatment.

\* Source: Journal of the American Board of Family Medicine.



# PATIENT NON-COMPLIANCE IMPACTS COMMUNITIES

## It burdens hospitals

- Over \$8 million per year per 100,000 people are spent on related, avoidable hospitalization costs.\*

## It hurts business

- US Companies Lose more than \$500 billion in lost worker productivity.\*\*

## It weakens the medical infrastructure

- In 2013, non-adherence cost Express Scripts an additional \$337 billion.\*\*\*

\*Source: Health Analytics News

\*\*Source: Integrated Benefits Institute

\*\*\*Source: Express Scripts

# ENGAGEMENT VIA VIDEO IMPROVES OUTCOMES

## Improved treatment workflow and patient satisfaction

- Greater flexibility in meeting times and locations.
- Accelerates treatment.
- Reduces cost of care.

## Saves money on treatment

- The pilot for the Video Direct Observed Therapy program reduced treatment costs by up to \$1,600 per tuberculosis patient.

## Expandable to other widespread conditions

- Video now being utilized for the treatment of patients with HIV, depression, and other conditions.



# ENGAGE MORE PATIENTS USING MULTIPLE FORM FACTORS

## Remote monitoring supports adherence

- Studies show that high-risk patients showed improved adherence when combined with remote monitoring.\*

## Organizations are embracing the technology

- Public health systems, private healthcare systems, and health ministries use audio and video solutions to engage patients in their homes.
- Support groups for social isolation and certain medical conditions recognize its benefits as well.

\* Source: [Evidence and Recommendations on the Use of Telemedicine for the Management of Arterial Hypertension: An International Expert Position Paper - PubMed \(nih.gov\)](#)

# TOP 3 REASONS TO RELY ON POLY

## 1 One-stop shop for all your needs

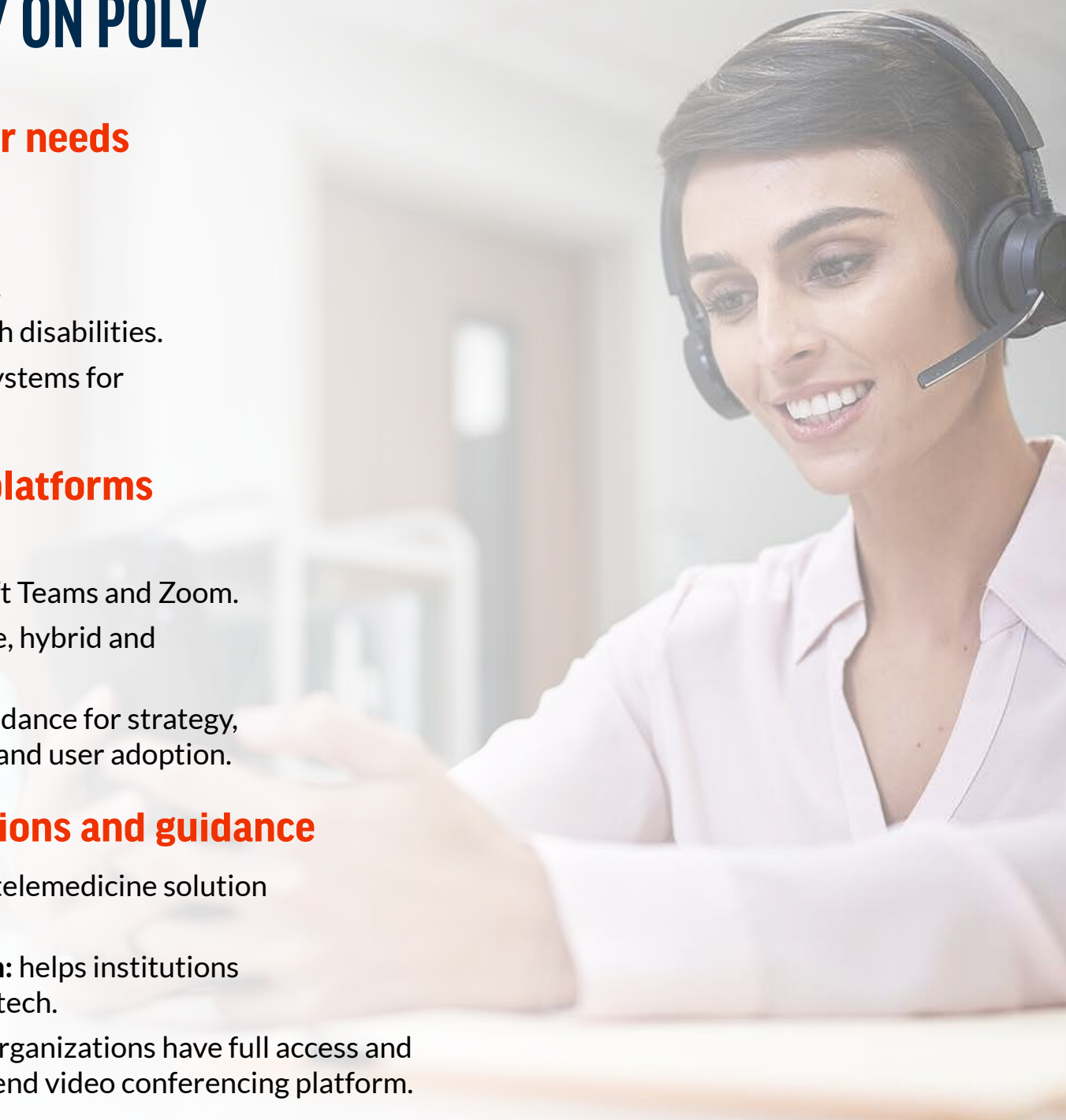
- Webcams for telehealth.
- Video phones for telehealth.
- Headsets for care coordination.
- Speakerphones for patients with disabilities.
- Full integrated meeting room systems for virtual patient engagement.

## 2 Works with the leading platforms and provider solutions

- Deep integration with Microsoft Teams and Zoom.
- Engineered for in-office, remote, hybrid and mobile practitioners.
- Global services that provide guidance for strategy, development, implementation, and user adoption.

## 3 Healthcare-specific solutions and guidance

- **Poly Telehealth Station:** video telemedicine solution for clinical staff.
- **Poly Grant Assistance Program:** helps institutions find the funds for telemedicine tech.
- **Poly Clariti:** helps Healthcare organizations have full access and control of their private end-to-end video conferencing platform.



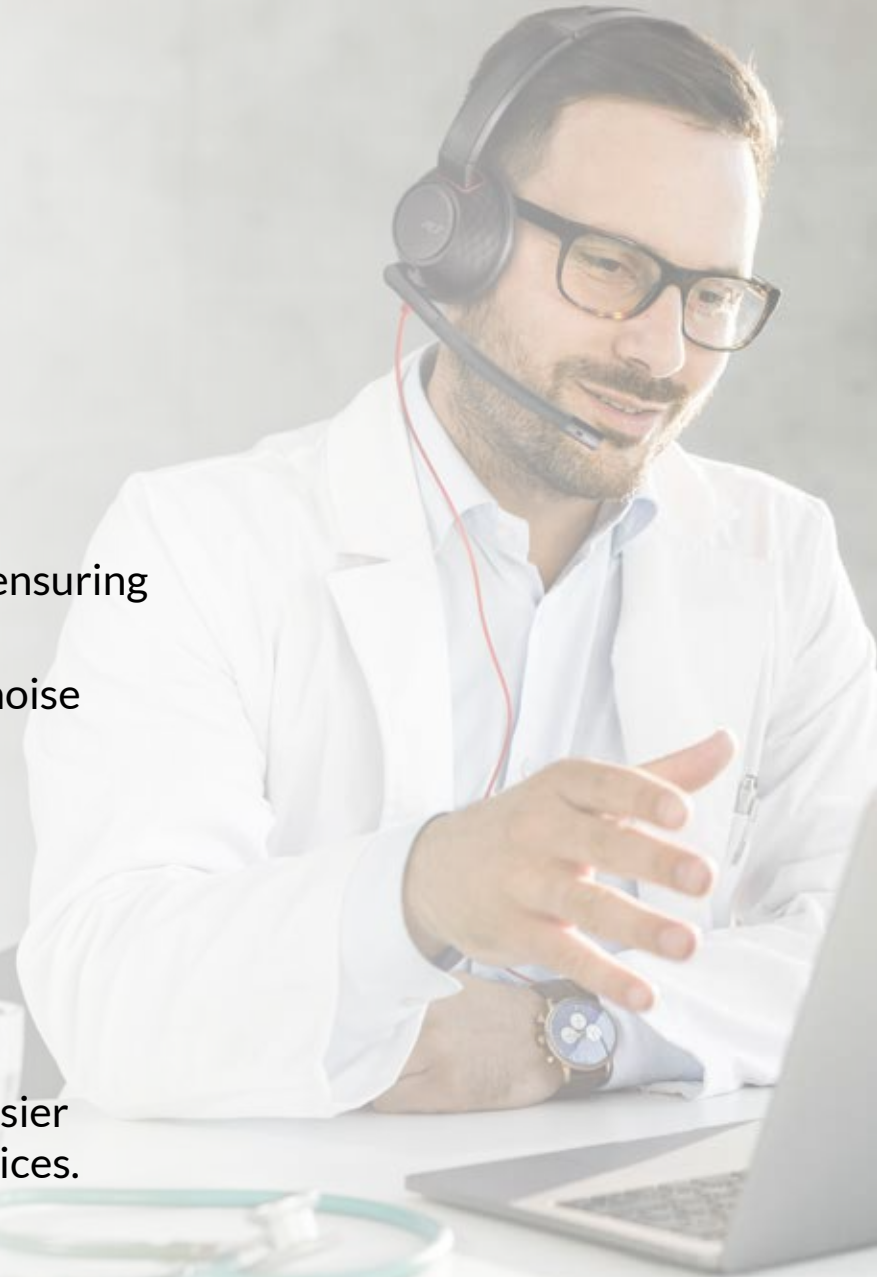
# THE POLY TECHNOLOGY DIFFERENCE

## Professional-grade telehealth and collaboration experiences

- Speaker framing and tracking that make interaction look and feel natural.
  - Proven to help patients feel more engaged with their clinician.
- HD video cameras that enhance the patient experience by ensuring clearer image quality, vibrant colors, and better lighting.
- Audio innovations that screen out distracting background noise and capture natural voices.
- Headsets built with comfort and durability for surgical and diagnostic teams.

## IT-friendly technology for better insights and management

- Our cloud-based Poly Lens Device Management enables easier IT management, monitor and maintenance of your Poly devices.
  - Can also deliver patient education content.
- The Poly Lens Desktop app simplifies setup of devices and allows IT managers visibility into them.



# HOW POLY IMPROVES MEDICATION ADHERENCE



## PROFESSIONAL WEBCAM

### Poly P5

- Exceptional camera with manual privacy shutter.
- For patients who may be better candidates for personal computer engagement.

## PERSONAL VIDEO BAR (not shown)

### Poly Studio P15

- Automatic camera framing lets patients move with confidence.
- Powerful integrated speaker with NoiseBlock AI technology to limit distracting background noises.
- Integrated privacy shutter.



## OPEN SIP MEDIA PHONE WITH INTEGRATED WIFI

### CCX700

- Gesture-based, multi-touch media screen with video camera to help patients with physical limitations.
- Its easy controls enable patients with a disability to accept and decline calls from providers or patient support services.

## Typical steps for monitoring medication adherence via video direct observed therapy:

1. The patient Receives a scheduled call from nurse or case manager.
2. Patient accepts call and presents the prescribed medication and clear drinking cup with clear water.
3. Patient opens mouth to demonstrate the oral passage is clear and open.
4. Patient gives a visual demonstration placing medication on tongue.
5. Patient drinks water and shows the medication has not been placed in the cup by mouth.
6. Patient opens mouth to show the oral passage is clear and patent.
7. Nurse or case worker offers patient education opportunity.
8. Call is ended by using touch screen. Nurse documents encounter and moves to next patient.