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Predictors of medication adherence in patients with type 2 diabetes: A multi-dimensional segmentation strategy

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Evidence-based approaches to the care of patients with type 2 diabetes (T2D) are based largely on clinical trials and routinely bypass practical impediments such as patient preferences, awareness, and motivational barriers. Although uncovering factors that influence adherence in T2D patients is well explored in the literature, the systematic overlap of quantitative electronic health record (EHR) and payer data with qualitative data is lacking. We conducted a prospective mixed-method study of 500 patients with varying levels of glycemic control and oral antidiabetic adherence, identified through EHR and payer information. We developed a conceptual model using two online methods overlaid with EHR and prescription claims information. Qualitative insights were collected using two online methods: daily snapshots over a 12-day period that included anecdotes, uploaded pictures, videos and comments about daily postings; and an online panel where patients shared their own views on T2D and adherence and commented on views from other patients. We consented 44 patients with 23 completing the study. Built around adherence measures as the first tier of segmentation and considering glycemic control, disease and attitudinal orientation, the model partitions patients into 8 distinct segments each portraying unique phenotypic characteristics. Although preliminary, these groupings may assist providers, healthcare systems and payers identify patient types and incorporate more effective ways of engaging specific patient groups, thus facilitating greater adherence, better illness management and more robust treatment outcomes.

Biography

Sadeq Rahimi has completed his PhD in McGill University in 2005; and Postdoctoral studies at the Department of Global Health and Social Medicine, Harvard Medical School. He is a Visiting Assistant Professor of Global Health and Social Medicine at Harvard Medical School, and Senior Social Scientist with in-sync, a health research and insight strategy organization. He has published numerous papers in reputed journals and has been serving as an Editorial Board Member on three journals. His latest book, *Meaning*, *Madness* and *Political Subjectivity* concerning social and cultural aspects of schizophrenia is taought in many universities.

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