

Nudge Me: Tailoring text messages for prescription adherence through N of 1 Interviews

Joy Waughtal, Phat Luong, Lisa Sandy, Catia Chavez, Michael Ho, Sheana Bull

The outcome of the N of 1 interviews is a theory and user informed message library with messages deemed engaging, a key element to ensure they are read and acted upon to impact medication adherence.

INTRO

- How can we improve medication adherence with text message and make sure patients actually engage with messaging?
- Cell phones are accessible and cost effective to connect with patients in real time
- Large scale intervention possibilities
- Using “Nudges” low intensity easy to deliver intervention
- Integrated Theory of mHealth

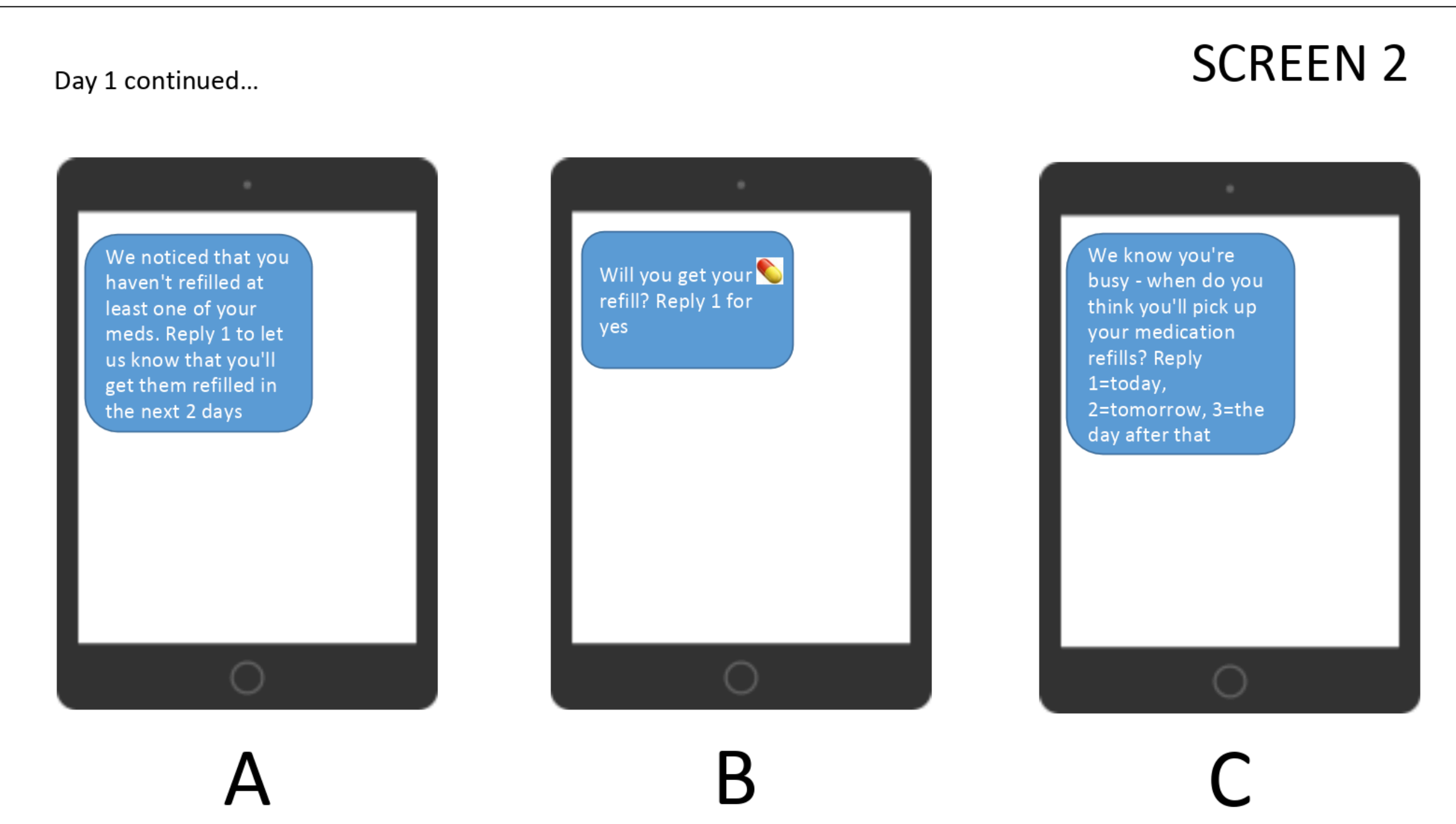
RESULTS

- Patients resonated with tailored messages
- Humor and positive reinforcement were popular message themes

N=35	
Race	
White	20 (57%)
African American	10 (28%)
Asian	1 (2%)
Hispanic/Latino	5 (14%)
Reported Gender	
Male	22 (62%)
Female	13 (37%)
Age	
<50	5 (14%)
50-59	11 (31%)
60-69	11 (31%)
>70	7 (20%)

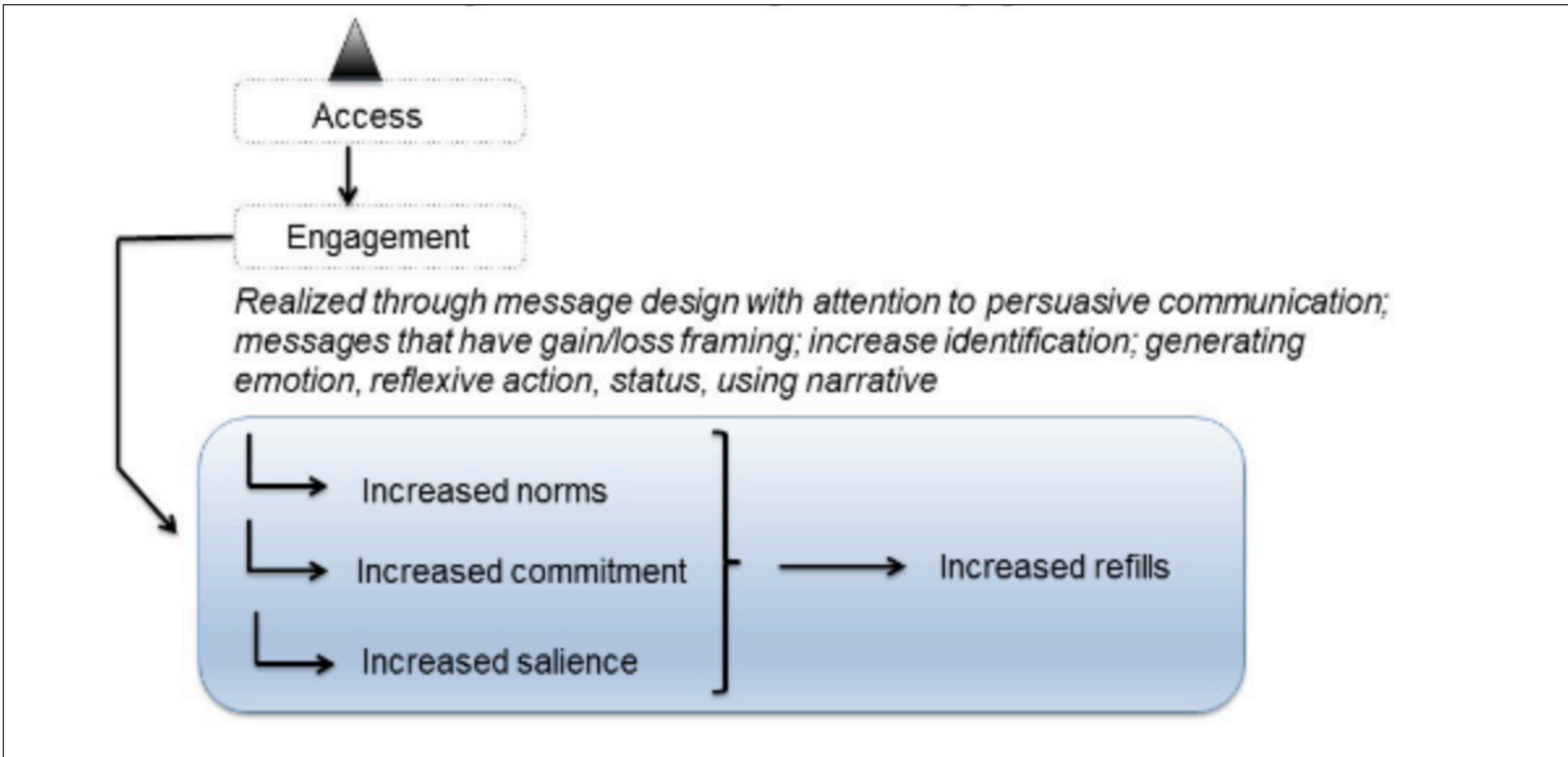
DISCUSSION

- Create more incentive to not only lose the messages but to have reason to interact with messages
- N of 1 approach is easily replicated and redone to create more optimized messages for different populations and/or different medication adherence goals



	Screen2		
	A	B	C
Offensive			
Don't Understand			
Don't Like			2
TOTAL NEGATIVE (SUM of first 3 variables)		0	0
Positive Response		1	1
Other suggestions or feedback for specific messages		UCH116 "Positive simple quick reminder"	UCH116-"big brother like"

Original	Intermediate	Final
Tell us your best strategy to make getting refills a habit! Text 1= set my alarm; 2= rely on my family; 3= make it part of my weekly routine; 4=other or unknown	We noticed you didn't refill some of your meds. Tell us why! Text 1=too expensive; 2=I forgot; 3=I don't like taking them; 4=Other	Hi (FIRST NAME) We noticed you haven't refilled your (DRUG NAME). Reply 1=you'll get them refilled in the next 2 days 2=I'm still working on a plan to get this done
Hi, me again. I know I'm needy, but I'd feel better if you refilled your meds	Your pharmacist misses me, but I'd feel better if you!	Hi (FIRST NAME) It's easy to forget to get your meds - that's what we're here for! Reply 1= I have a plan to get your prescription Reply 2= I'll get to it later this week
Joe always remembers his meds—he makes a habit of going every Friday since the pharmacy is right near his favorite menudo spot! Make a healthy habit by planning your regular medication pick up	Your neighbor always remembers their meds—they make a habit of going every Friday since the pharmacy is right near their favorite menudo spot! Make a healthy habit by planning your regular medication pick up	Hi (FIRST NAME) I care about my well-being. I will get to the pharmacy by: Reply 1= I'll do it today! Reply 2= I'll do it later this week



METHODS

- Collected via 1 on 1 interviews at 3 health systems in both English and Spanish
- Iterative content analysis done after every 3-5 interviews to create complete message library