

Patient advocacy groups: another tool to boost compliance?

Andrew Tolve writes that patient groups are yet another means to provide the **education and support** needed to boost adherence. The full article is reported by [Eye for Pharma](#) on 9 Mar 2010.

Non-adherence is a serious financial concern. John Hosken of Eye for Pharma estimates that

“...drug companies are losing around 25 billion euros each year simply through patients not taking their medicine.”

With such high stakes, patient groups could be an asset to industry’s toolbox.

(Source: Report from [Patient Compliance Europe Conference](#), hosted by Eye for Pharma in 2006)

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