

Medication Adherence Expertise Center Of the northern Netherlands (MAECON)

November 18, 2019

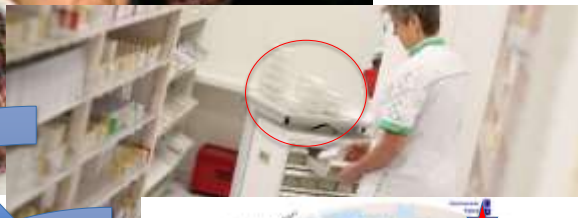


Job van Boven – Founder MAECON



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When?: The story



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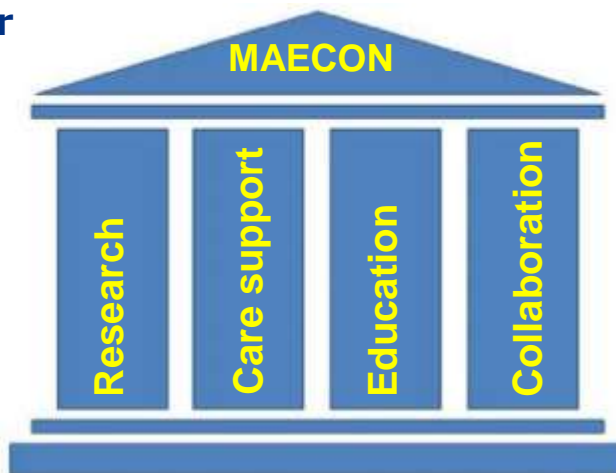
Who? (1): Faculty members

- Job van Boven (coordinator) - *drug utilization, health economics*
- Liset van Dijk (coordinator) - *sociology, health services*
- Paul Brand - *education, pediatrics*
- Petra Denig - *drug utilization, pharmacoepidemiology*
- Paul Hagedoorn - *(inhaler)technology*
- Eelko Hak - *big data, pharmacoepidemiology*
- Janwillem Kocks - *general practice, questionnaires*
- Jasper Stevens - *pharmacometrics, PK/PD modeling*
- Katja Taxis - *elderly medicine, low income solutions*
- Daan Touw - *biochemical measurement*
- Marcia Vervloet - *health communication*
- Hans Wouters - *health psychology*

Who? (2): Steering committee

- Role: Visibility & input
- Prof. Jos Kosterink, *clinical pharmacy & pharmacology*
- Prof. Hendrika Bootsma, *rheumatology*
- Prof. Huib Kerstjens, *pulmonology*
- Prof. Stefan Berger, *nephrology*
- Prof. Stephan Bakker, *nephrology*
- Prof. Rijk Gans, *internal medicine*
- Prof. Dirk-Jan van Veldhuisen, *cardiology*
- Prof. Jourik Gietema/Hilde Jalving, *oncology*
- Prof. Sytze Zuidema, *elderly care*

What?: Medication adherence expertise center



MAECON's mission: "preventing drugs from failure due to non-adherence, from bench to bedside"



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Why?: Impact of non-adherence

- **Real-world:**
 - EU annually: 200,000 deaths
 - €125 billion potentially preventable costs (e.g. hospitalizations, unnecessary step-up to less safe and/or more costly second line drugs)
- **Clinical trials:**
 - 10–12% does not take their medication while on treatment
 - After one year, almost 40% of trial participants have stopped taking their medication
 - 1% adherence increase: \$336,000 cost gain (phase III) due to smaller sample size required

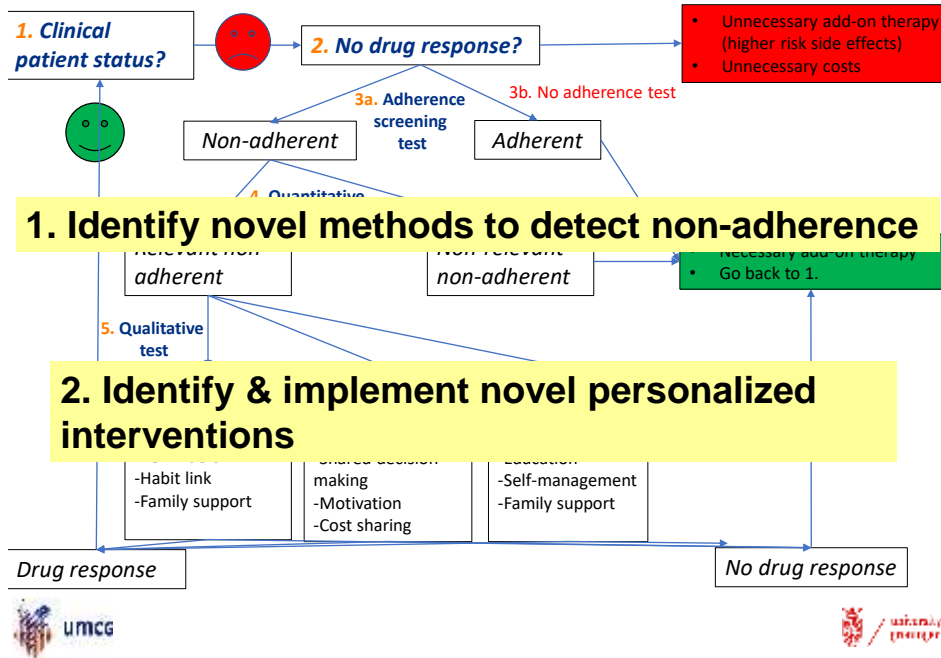
OECD; Blasckhe 2012; Appl CT 2017



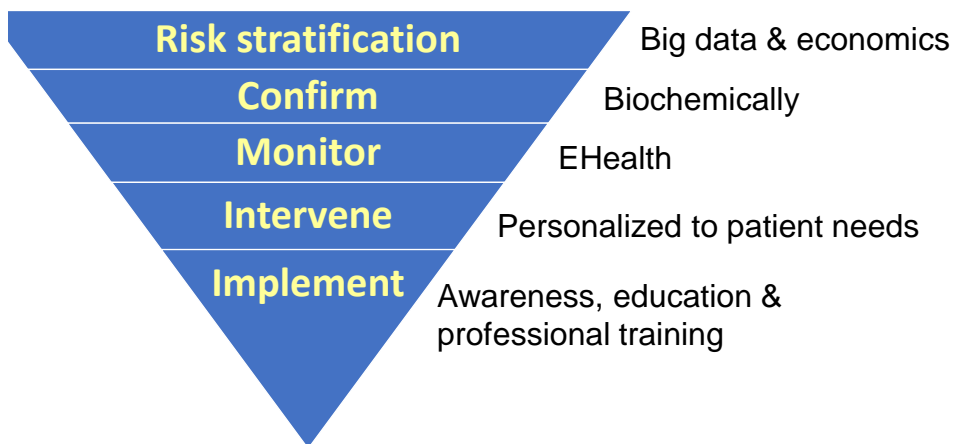
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How? (1): The theory

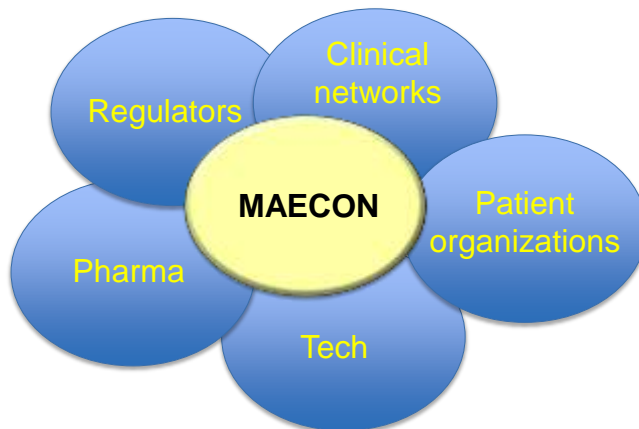


How? (2): Our strategy



A systems approach to promote healthy ageing by sustainable, safe & cost-effective drug use

Who?(3): MAECON's open ecosystem: working together for making change



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Now: Let's kick-off!

This block contains a collage of images related to the MAECON project. On the left is a screenshot of the MAECON website, showing the header with the MAECON logo and navigation tabs. The main headline reads 'Groningen pakt therapietrouw aan met multidisciplinair centrum'. Below this is a sidebar with 'ISSUEKALENDER' and 'DAAG VAN DE THERAPIETROUW'. On the right is a newspaper clipping with the headline 'Medicijn vaak vergeten of verkeerd gebruikt' and a sub-headline 'Nieuwe initiatieven betere therapietrouw'. The newspaper clipping also includes a small image of a person and some text.

Therapietrouw.umcg.nl



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