

Behavioral Medicine & Nephrology

Digitally-Enabled Adherence Platform (DEAP)

Brief Description of Technology

A software platform to monitor and improve patients' adherence to medications and treatments.

TECHNOLOGY ID

2022-0513

COMPLEMENTARY TECHNOLOGY

2019-0904

BUSINESS OPPORTUNITY

Exclusive License or Sponsored
Research

TECHNOLOGY TYPE

Digital Health

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Technology Overview

Non-adherence to prescribed medical therapies is the single greatest cause of treatment failure and leads to increased morbidity and mortality, reduced quality of life, and increased health care costs. The Digitally-Enabled Adherence Platform (DEAP) is a software-based precision adherence system that deploys interventions most effective in motivating patients to engage in self-management behaviors, specifically medication adherence. By utilizing Artificial intelligence (AI)-powered models and applications, DEAP helps prevent adherence lapses by intelligently adapting messaging frequency and content to both physicians and patients. Personalized text messages can be delivered by the program to a particular patient who is most likely to respond, as well as in a manner that aligns with their cognitive load, language preferences, travel schedule, etc.

Applications

The Digitally-Enabled Adherence Platform (DEAP) could be utilized to monitor and improve patients' adherence on a wide range of medications and treatments.

Advantages

- Artificial intelligence (AI)-powered models and applications will prevent adherence lapses by intelligently adapting messaging frequency and content to both physicians and patients, while delivering them across the channels most important to them.
- DEAP was developed by healthcare providers well-versed in adherence and caring for youth with chronic diseases, as well as significant input from patients and their families.
- The Digitally-Enabled Adherence Platform (DEAP) does not rely on proprietary and expensive hardware, but rather connects with existing communication systems and workflows.

Market Overview

Lost pharma revenue for non-adherence is estimated to be 630 billion dollars every year.

Investigator Overview

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