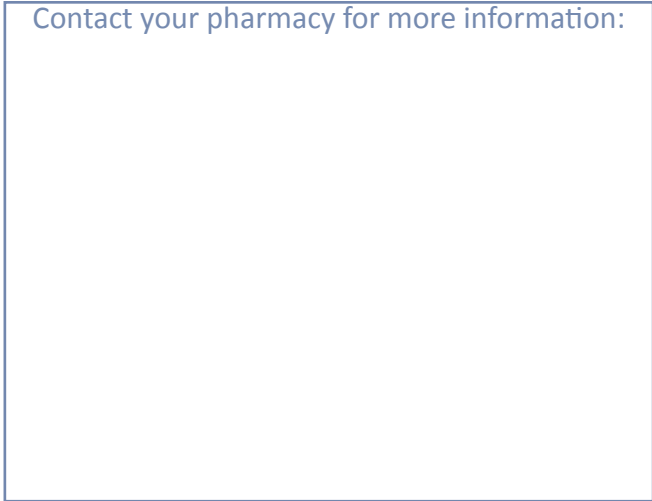




Contact your pharmacy for more information:



By not taking their medications as prescribed patients may not be receiving full health benefits.

Helping your patients take their medicines as prescribed



Free medication support programs for patients

MIRIXA[®]
The Power of Pharmacy[®]

MIRIXA[®]
The Power of Pharmacy[®]



The Pharmacy Guild of Australia

Pharmacist support for prescribed medicines

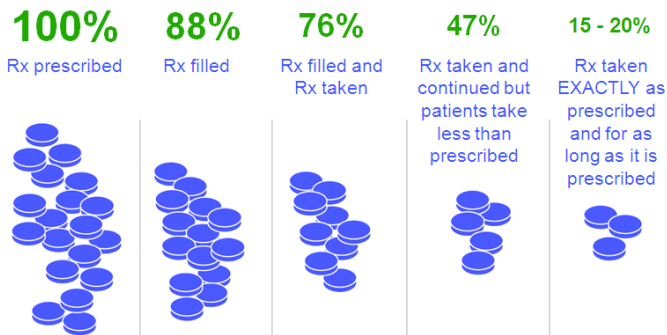
Missing doses - a common problem

The World Health Organization reports that only ~50% of patients follow their doctor's instructions when it comes to taking prescription medication.¹

The reasons for missing doses are varied and include knowledge, fear, convenience and memory. Some patients make the choice not to take their medication as prescribed but many simply find it difficult to stay on track.

The Leaky Bucket...

The following diagram displays the habits of patients after a prescription is issued by their prescriber.²



Awareness

Often, patients are unaware they are missing doses of their medication. Whilst this is unintentional, it can still lead to the poor effects of missing doses.

1. World Health Organization: Adherence to long term therapies, Evidence for action 2003.
2. American Heart Association: Statistics you need to know. <http://www.americanheart.org/presenter.jhtml?identifier=107>

How pharmacists can support prescribers and their patients

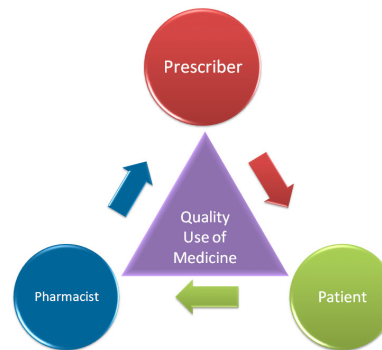
Pharmacists have the knowledge, skills and time to help your patients better manage the way they take their prescribed medications.

Through community pharmacies, patients can access Mirixa Australia programs for certain medicines.

In these programs, patients are provided:

- **Free medication support**
- **Convenient and effective one-on-one medication-use coaching sessions**
- **Helpful feedback, goal setting and tracking of medication taking progress**

Pharmacists are encouraged to refer medication related problems back to the patient's GP. As such, a circle of information can be created to aid the quality use of medicines.



MIRIXA®

What are the benefits of your patients enrolling?

By accepting an invitation to enrol into a Mirixa Australia program your patients are taking positive steps towards better health and self sufficiency.

The outcome is your patients achieving more value from your prescribing due to the health benefits of appropriate medicines compliance - it supports patients and prescribers alike.

So far, the majority of patients who have enrolled in Mirixa Australia programs improved the way they take their medicines.

*Taking control of their medicines
If invited to enrol in to a Mirixa Australia program - advise your patients to seize the opportunity to take control of their medicines!*

