

FOR HEALTHCARE PROFESSIONALS:

ADHERENCE IS LIFE-SAVING CARE

Non-adherence is a widespread, preventable risk factor across chronic conditions.¹

Clear communication, shared understanding, and early support play a critical role in helping patients stay on track and improving outcomes.

¹ Patel et al Understanding Treatment Adherence in Chronic Diseases: Challenges, Consequences, and Strategies for Improvement. J. Clin. Med. 2025, 14, 6034.
<https://doi.org/10.3390/jcm14176034>

**SUPPORTING ADHERENCE IS NOT
AN ADD-ON. IT'S ESSENTIAL CARE.**



WHY DAY ONE MATTERS?

What happens at treatment initiation shapes adherence over time. Early clarity reduces confusion later and helps prevent drop-off.

**SUPPORTING
ADHERENCE
FROM DAY
ONE INCLUDES:**

1. Explaining the treatment plan clearly and simply.
2. Making space for patient questions and concerns.
3. Agreeing next steps together from the start.



**WORLD
ADHERENCE
DAY** 27 MARCH

STAY ON TRACK WITH TREATMENT DON'T MISS A MOMENT



Adherence means following your treatment plan, lifestyle, and follow-ups. When treatment falls off track, health risks rise; often preventably.



Scan to learn more
about adherence
and access support.



WHAT IS ADHERENCE?

Adherence is about more than medication. It's about understanding your treatment plan and having the support you need to follow it over time.

This World Adherence Day, explore tools and resources to help you stay on track from day one.



FOR PATIENTS AND FAMILIES: WHY STAYING ON TRACK MATTERS

When treatment stays on track, it works better.

Understanding your treatment plan from the start makes it easier to follow and helps protect your health over time.

HOW TREATMENT CAN FALL OFF TRACK

Treatment can fall off track for many reasons. This may happen when:

- Medication is missed or stopped
- Lifestyle changes feel unclear or difficult
- Follow-up appointments are delayed or missed

If something doesn't make sense, ask questions and ask for clarity. Understanding the plan makes it easier to stay on track.

#STAYONTRACK
#DONTMISSAMOMENT



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