



WRR Name: Ricky Stoch

Country: South Africa

Project: FebriSol

What was the project challenge?

Poor adherence to medication is common and affects up to 50% of patients receiving treatment for chronic conditions. It is not only associated with reduced therapeutic outcomes and disease progression but also costs health systems billions in preventable medical costs annually. It is undoubtedly difficult to remember to take medication daily, especially when a condition requires life-long treatment. The challenge was to develop a cost-effective and scalable intervention to increase treatment adherence to chronic medication.

What was the solution?

FebriSol utilises inexpensive and accessible scratch card technology to help patients track their medication. Designed as a sticker that is easily applied to any medical packaging, the adherence system offers a low-cost alternative to the expensive blister packaging traditionally used to track medication. Grounded in behavioural economic theory, FebriSol helps to make treatment adherence habitual.

What was the effect?

Treatment adherence is notoriously difficult accurately measure. However, qualitative and anecdotal evidence suggests that the intervention not only helps patients remember to take their medicine but also reduces anxiety often associated with chronic medication.

Contact:

company: Studio Fundi

e-mail: ricky@studiofundi.com

website: www.studiofundi.com

influential book: Nudge



