

# Atlantis Healthcare

## Company Profile

Atlantis Healthcare creates and executes Health Psychology-based treatment adherence programs across a wide range of diseases. Led by the world's largest team of Health Psychology experts, we leverage proven psychological models to understand drivers of nonadherence and create personalized interventions to help patients adhere to prescribed treatment, including lifestyle changes, and better self-manage their condition in the long term.

## Services and Offerings

Atlantis Healthcare uses evidence-based approaches to understand the predictors of adherence and the most effective techniques for behavior change. We develop end-to-end treatment adherence campaigns based in clinical science and guided by academic rigor, including:

- Clinical research to provide in-depth understanding of stakeholder needs
- Strategy development
- Multichannel interventions
- Project management
- Creative communications
- Evaluation/measurement of outcomes

## Core Capabilities

We use clinically validated measures of treatment nonadherence to understand which beliefs are driving nonadherent behavior. We then develop interventions, applying specific behavior change techniques to address the individual barriers for each patient to help them change unhelpful beliefs.

## What does patient-centricity mean to you and is the industry doing enough to fulfill the needs of patients?

A truly patient-centric approach looks at the individual patient as defined by their needs and belief systems, involves the patient and makes them an active part of the adherence process.

Many companies embrace a one-size-fits-all approach to help patients follow prescribed treatment. But treatment nonadherence is multifactorial. Proven Health Psychology models reveal each person can have a different cause(s) of nonadherence, even patients with the same condition on the same medication.

While some patients forget to take their medication, most make a conscious decision to not take their medicines as prescribed by their HCP. If the driver of nonadherence for one person is related to fear of side effects, reminders or prizes won't help improve adherence.

Our patient support programs deliver a highly personalized experience targeted at each patient's particular concerns, allowing us to deliver the **right message to the right person at the right time.**

Why would any program talk to a patient population in the same way when the barriers to adherence are based on personalized beliefs? Just as beliefs are individual, so must patient support programs be individualized.



**Address:** 4 Commerce Drive, Cranford, NJ 07016 **Phone:** 908-988-2351 **Website:** [www.atlantishealthcare.com/us](http://www.atlantishealthcare.com/us) **Offices:** Australia, Germany, New Zealand (HQ), Spain, UK, US **New Business Contact:** Jennifer Sigaud, Managing Director [Jennifer.sigaud@atlantishealthcare.com](mailto:Jennifer.sigaud@atlantishealthcare.com) or 908-988-2360 **Year Founded:** 1995 **Clients:** Pharmaceutical, biotech and medical device companies