

Text Messaging as an Effective and Scalable Intervention to Improve Patient Outcomes.

Memora Health, Inc.
memorahealth.com

Patient and Caregiver follow-up drives significant cost reductions:

 **44%** reduction in readmissions

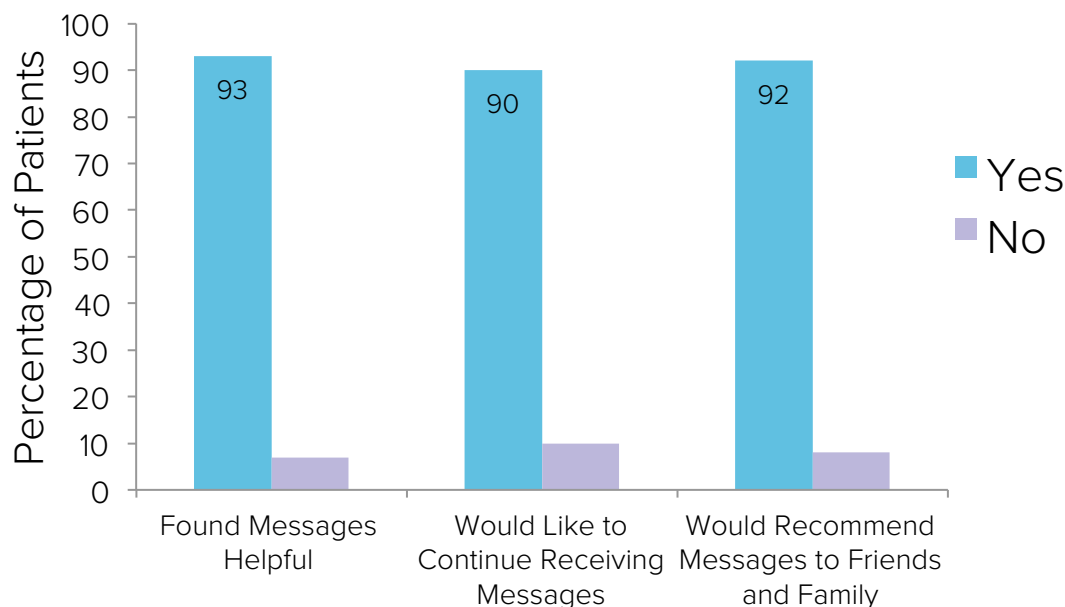
 **\$8,282** in cost savings per patient.

Memora Health interventions show an **87%** long-term patient engagement rate.

Explore our [ongoing clinical trial](#) at Emory Department of Surgery.

Text Messages Improved Patient Care and Satisfaction:

A **12,000** Patient Meta-Analysis in the *Journal of the American Medical Association*³



Text messaging approximately *doubles* the odds of medication adherence. This increase translates into adherence rates improving from **50% to 67.8%**.

—JAMA Internal Medicine

86% of low-income U.S. households own mobile phones.

93% of Americans regularly send text messages.

98% of SMS interventions are read.⁴

1. Rubin, Daniel J. "Hospital readmission of patients with diabetes." *Current diabetes reports* 15.4 (2015): 17.

2. Nuckols, Teryl K., et al. "Economic Evaluation of Quality Improvement Interventions Designed to Prevent Hospital Readmission: A Systematic Review and Meta-analysis." *JAMA Internal Medicine* (2017).

3. Thakkar J, Kurup R, Laba T, et al. "Mobile Telephone Text Messaging for Medication Adherence in Chronic Disease: A Meta-analysis." *JAMA Intern Med.* (2016) doi:10.1001/jamainternmed.2015.7667.

4. Duggan, M. "Cell phone activities 2013". Pew Research Center. September 2013. <http://www.pewinternet.org/2013/09/19/cell-phone-activities-2013/>.