

ASTRAZENECA ENABLES PATIENTS TO BETTER MANAGE COPD

Digital health program drives better medication and lifestyle management for COPD patients

SITUATION

AstraZeneca required a digital solution to support medication and lifestyle management for patients suffering from chronic obstructive pulmonary disease (COPD). The company needed a program with personalized self-management tools that respond to the individual's needs in the right way, at the right time.

SOLUTION

AstraZeneca collaborated with ERT to develop a digital health program called "Me&My COPD™", which is implemented through Care Commissioning Groups (CCGs) in the UK healthcare system. Patient interaction is primarily via an app that captures daily diary and PEF readings via a Bluetooth® spirometer. Personalized goals and regular readings from a clinically-validated questionnaire are also tracked. The program is supported by a web portal which provides additional information relevant to each patient's progress.

SUMMARY

- > Digital health program needed to support medication and lifestyle management
- > AstraZeneca and ERT collaborated on Me&My COPD, a mobile and digital technology solution
- > Patients enrolled into program by physicians
- > Program tailors care pathways to individual needs

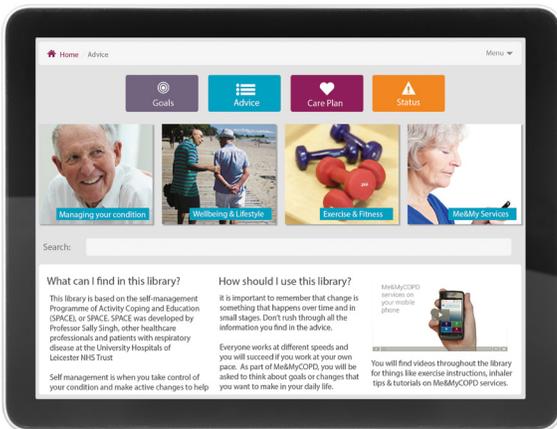
IMPACT

- > Improved treatment adherence and identification of condition deterioration
- > Improved medication and lifestyle adherence
- > Decreased frequency of exacerbations and hospitalizations
- > Improved patient quality of life

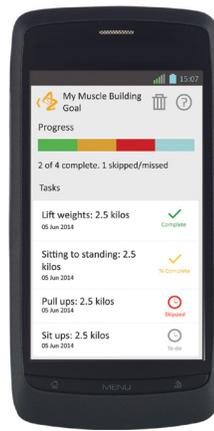
Patients can better manage their condition with tailored care pathways and health tools, including:

- > Medical device tracking
- > Timely education and support
- > Management of clinic visits
- > Pulmonary rehabilitation offerings
- > Lifestyle management advice

**ADAPTIVE HEALTH
MANAGEMENT TOOLS
ENABLE PATIENTS
TO BETTER MANAGE
CONDITION**



**WEB PORTAL PROVIDES ADDITIONAL
INFORMATION RELEVANT TO EACH
PATIENT'S PROGRESS**



**PERSONALIZED GOALS
TRACKED AND COACHING
PROVIDED THROUGH
DIGITAL PROGRAM**

IMPACT

Patients using Me&My COPD can collect, transmit and review their own clinical data in real-time. Additionally, they are able to benefit from improved medication and lifestyle management with care pathways, personalized coaching as well as goal management tools, individually tailored to their needs. The success of the program has led to a streamlined version now being rolled out globally in support of AstraZeneca's brand.

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