

The Power of B-COMPASS

The Costs of Non-Adherence

Non-adherence is a growing problem that impacts individuals, healthcare systems, and society.

50%
Adherence

Poorer outcomes, ineffective treatment.



10%
of hospital visits caused by non-adherence

Increased hospitalizations.



WAITING ROOM

Due to poor health, the economic loss is estimated at \$392 billion in the EU and \$575 billion in the US—equivalent to the annual GDP of countries like Austria or Belgium.



PRODUCTIVITY



The Benefits of B-COMPASS

B-COMPASS transforms adherence, leading to a cascade of benefits.

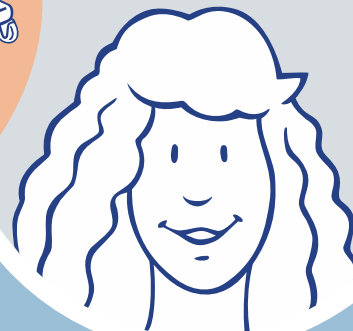
1 Better Patient Support
Personalized strategies via B-COMPASS.



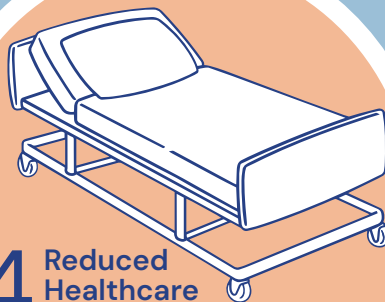
2 Improved Adherence
Patients follow treatment correctly.



3 Better Outcomes
Effective treatment, improved health.



4 Reduced Healthcare Burden
Fewer hospitalizations, less need for long-term interventions.



5 Lower Long-Term Healthcare Costs
Economic relief for systems & society, including a positive impact on GDP.



Model Simplicity Easy to Apply & Use

Less than 10 questions to assess patient profile.
Personalized communication & support.

B-COMPASS Group 3

Change

☆☆☆
Acceptance

☆☆☆
Control

Interaction Approach (How)

- Emotional support and guidance from other patients (peers).
- Ask what is difficult to accept about their condition or treatment.
- Emphasize the importance of adherence.
- Compliment patient on achievements.

Engagement (What)

- **Health Consciousness (LOW)**
 - Focus on benefits of treatment (short, mid & longer term).
 - Emphasize how other patients (peers) made their condition/treatment acceptable.
- **Health Priority (LOW)**
 - Allow other patients (peers) to explain the impact of their condition & their reasons for choosing treatment.