

# DEVELOPMENT OF TAILORED TEXT MESSAGES TO ENHANCE MEDICATION ADHERENCE



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## Introduction:

- Poor medication adherence is a public health problem<sup>1</sup>
- Interventions that include multiple components e.g., informational, behavioral, and social support report success in enhancing adherence<sup>2</sup>
- Social support delivery options have not been well studied
- Mobile health technology (mHealth) is an innovative way to deliver social support focused interventions

## Aim:

- Develop a set of text messages perceived as culturally appropriate and supportive of medication adherence

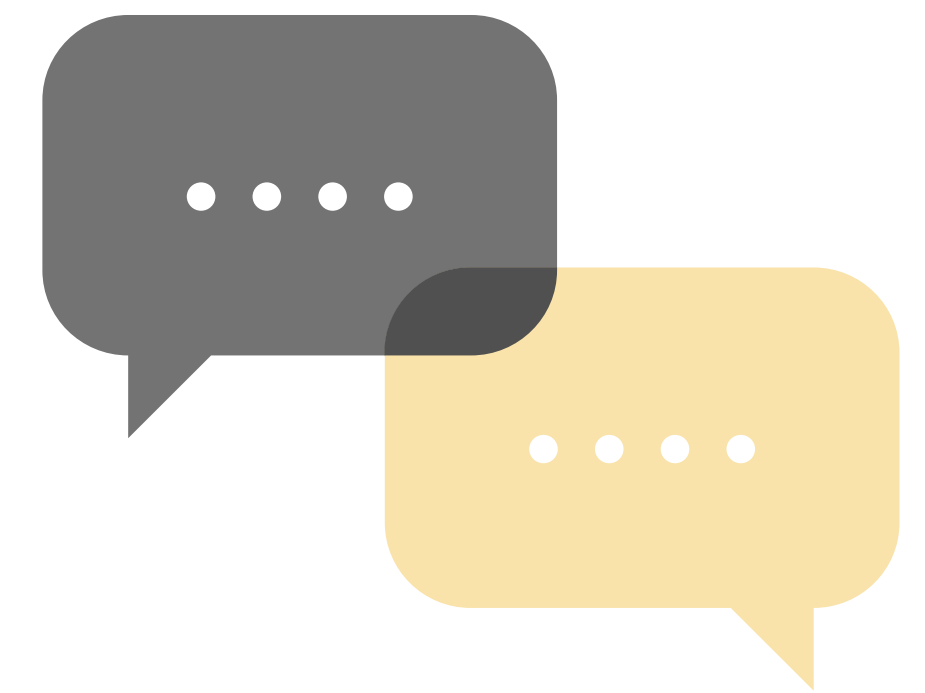
## Methods:

- Mixed-methods design
- Semi-structured interviews to obtain support-focused messages
- Participants evaluated the messages for perceived levels of social support and motivation to enhance medication adherence

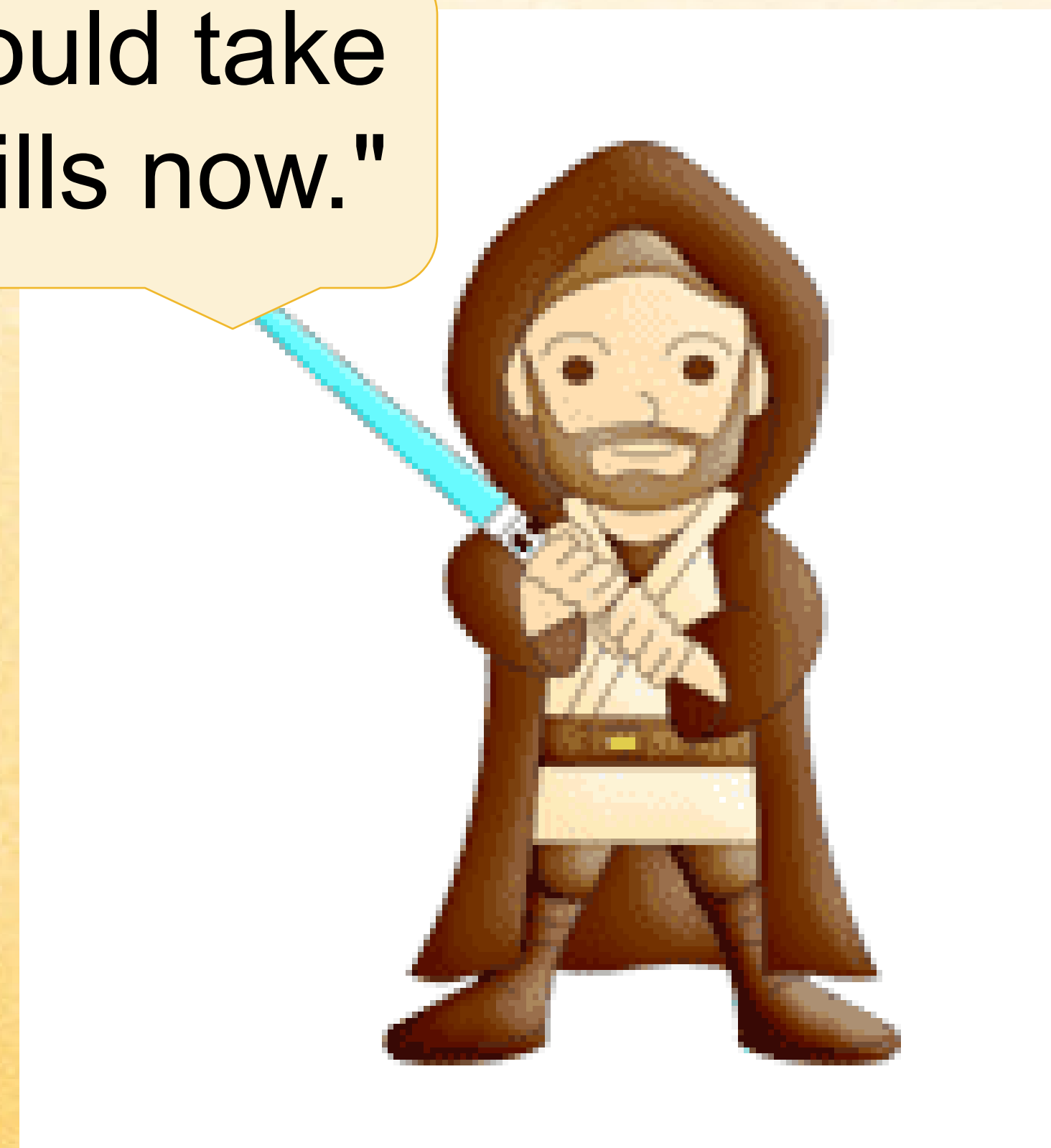


## Results:

- Patient participants (n=14), social support designates (n=11), and healthcare providers (n=3) completed interviews
- Bank of 50 text messages: emotional, instrumental, and informational social support dimensions
- 97% of participants = messages easy to understand
- 89% of messages = useful information
- 88% of messages = represented moderate to high level of social support
- 87% of messages = motivational



"I should take my pills now."



"Rifaximin works best when you consistently take the 3 doses daily for 14 days."



"I'm here for you."

"You are my best friend and I just want you to feel better, so here is a gentle reminder to take your medicine."

"Remember, I love you and believe in you."

## Conclusion:

- Final modified text messages will be used in a future mHealth delivered social support-focused medication adherence intervention