23.5%), and pharmacy records (n=7, 8.6%). Different versions of the Morrisky test were used (4-item, and 8-item). Other validated adherence ques-
tionnaires identified within the studies (with more than one occurrence) were: MAT (n=3) and MedTake (n=2). Fill counting, medical chart review, and serum drug determination were used in 4 studies each. None study used electronic monitoring of of adherence. METHODS: Data from the included studies indicated a variety of methods adopted by local researchers for measuring adherence to treat-
ment. Indirect measures are more common, particularly those based on patients’ or caregivers’ perception of adherence behaviors. Most studies enrolled HIV/AIDS or hypertension patients. Other chronic conditions with long term continuous oral therapies were underrepresented.

PHI3 PROMETEX – Promevoz, Tool Support of Pharmaceutical Care for the Scope of Proper Adherence in Colombia, 2009-2012 Estrada J.I.1, Serna J.A.2, Rios P, Sanchez S, SuárezJE
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OBJECTIVES: To determine if the tool Prometex – Promevoz, helps in reducing the helping of patients taking drugs. PATIENTS: Patients using pharmacological treatment. METHODS: Prometex – Promevoz a tool for telephony (voice and text messages) you want, combined with other strategies, to maintain and increase drug compliance, remembering the exact times of taking medication. With prior consent, information is sent to all medications they are prescribed, coded for strictly personal interpretation and handling of confidential and bid-
irectional. A descriptive longitudinal, which includes users with at least two visits to Pharmacy Therapeutics Monitoring, a pre and post-deployment of telephony tool. Demographic variables are analyzed and compared in an exploratory way in the same population type and amount of drug therapy use problems at the begin-
ing and final end of use of the tool. RESULTS: A total of 25.6% of patients had at least 1 drug therapy use problems during the first consultation of Pharmacotherapy Monitoring, a situation that changed after the use of Prometex – Promevoz, which decreased the percentage of patients with drug therapy use problems to 16.7%. A decrease between the two observations of 53.3% with a chi square (χ²) of 9.56 and a p value of 0.002. CONCLUSIONS: The tool Prometex – Promevoz appears to contribute to the decline in drug therapy use problems identified in the Pharmacotherapy Monitoring.

PHI4 Patient-Reported Outcomes: Are They Worth It? An Examination in PRO Value Through Case Studies
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OBJECTIVES: Increasing competition, pressure from payers and greater regulatory constraints require pharmaceutical manufacturers to seek methods for product differentiation. One way of differentiating pharmaceuticals is in the generation of patient-centric value messages utilizing patient-reported outcomes (PROs). PROs may be primary or nonprimary endpoints in clinical trials, and commercial use is typically dependent on PROs that support key endpoints and appear in labeling (US) or product characteristics (EU) to support reimbursement. However, despite this obvious utility, the cost and logistical complexity of including PROs may deter clinical teams. The purpose of this research is to better understand the value and interpretability of PROs that provide data critical to decision making for patients, clinicians, and payers. METHODS: A detailed case study was conducted of three marketed products: ivacaftor, mirabegron, and botulinum type A. Selection of these drugs represents a range of therapy areas and may provide insight into the differing roles of PROs. For each product available US and EU, PIs of PROs and review documents were analyzed. RESULTS: PROs were included in all three submissions. A PRO labeling claim was granted for a primary endpoint for mirabegron, and while claims for nonprimary PROs were denied, the review docu-
ments indicate that the decision for drug approval was supported by results of the nonprimary endpoints. Ivacaftor was granted a claim based on a nonprimary PRO endpoint, though the tool did not meet the specifications of the FDA’s PRO guidance. Finally, health authorities recognized the impact on the health-related quality of life for botulinum type A for migraine in support of a positive appraisal. CONCLUSIONS: The results of this review indicate that PROs included in clinical trials may have a strong influence on the drug approval process, regardless of whether a PRO labeling claim is ultimately granted. Further research is warranted.

PHI5 The Patient-Reported Outcomes Measurement Information System in Spanish
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OBJECTIVES: The Patient-Reported Outcomes Measurement Information System (PROMIS®) provides accurate and efficient measurement of patient-reported out-
comes that are developed and methods, PROMIS tools can be translated into Spanish using methods that would ensure linguistic equivalence and cultural appropriateness. The Spanish translation of 252 adult and 156 pediatric items was obtained through the FACIT Multilingual Translation Methodology which consists of the following steps: 1) creation of the item definition; 2) two simultaneous for-
ward translations; 3) reconciliation of forward translations; 4) back-translation of reconciliation; 5) expert review of back-translation and previous steps; 6) prelimi-
nary finalization for pilot-testing; 7) cross-cultural harmonization; 8) quality assurance; 9) cognitive testing with native speakers of Spanish, and 10) finalization of translations based on analysis of qualitative data collected during pilot-testing. We are in the process to create a universal Spanish version, linguists from various Spanish-
speaking countries were recruited to achieve a translation that could be used in all regions in which Spanish is spoken. RESULTS: After the translation phase was completed, psychometric testing was carried out. 485 adult items and 139 pediatric items were included. RESULTS: After all items in each bank, a hybrid approach was used in which English calibration metrics were used for non-DIF items and Spanish calibrations were used for items exhibiting DIF. CONCLUSIONS: Spanish Computer Adaptive Tests (CATs) for Anxiety, Depression, Fatigue, Physical Functioning, and Sleep Disturbance are currently available in Assessment Center (www.
assessmentcenter.net).

PHI7 Preliminary Results Quality of Life, Physical Activity, and Sedentary Behavior in College Students
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OBJECTIVES: Being physically active is associated with reduced risk of chronic diseases. In this study we examined the associations of physical activity and sedentary behavior with perceived quality of life (QoL) in college students in Venezuela. METHODS: A convenience sample of 64 students at Central University of Venezuela, ranging in age from 17 to 43 years was surveyed using a written questionnaire. Quality of life was measured using a single-item from the Health Survey of the World Health Organization. RESULTS: A total of 39% reported some problems with mobility, 24% with pain, 23% with energy, 12% with usual activity (for 2 subjects (3.1%) reported no problems with mobility, 24% with energy, 12% with usual activity (for 2 subjects (3.1%) reported no problems with pain. One subject (1.6%) reported extreme problems and 10 reported some problems with anxiety. Three subjects (4.8%) rated health status of fair or poor. Results subjects doing vigorous physical activities on a mean of 3.6 days during the past week. Subjects reported sitting for a mean of 93.49 minutes during the past week. Subjects reported spending a mean of 301.31 minutes sitting during the past week. Neither physical activity nor sedentary behav-
ior was associated with quality of life in our population. CONCLUSIONS: Study limitations include the sample size and the use of a convenient sample. Overall, this exploratory study demonstrates that the quality of life of college students in Venezuela was good.

INDIVIDUAL’S HEALTH – Health Care Use & Policy Studies

PHI8 COMPARISON OF INEQUALITIES IN HEALTH AND INFLUENCE OF SOCIAL DETERMINANTS OF HEALTH IN CUBA AND USA
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OBJECTIVES: Equity is a desirable goal for health systems performance and the comparison of lessons from both contexts can be very useful. The objective of this exploratory study demonstrates that the quality of life of college students in Venezuela was good.

PHI9 ATENCIÓN INTERCULTURAL DEL PARTO VAGINAL EN MÉXICO: COSTOS ECONÓMICOS, DETERMINANTES Y RETOS DE LA IMPLEMENTACIO

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OBJECTIVES: Estimate the costs of attentive of the parto vaginal in unites in the sector público de salud de Oaxaca y Chiapas, para dos modelos asistenciales alternativos (convencional e intercultural), durante 2008-2012 e identificar los principales determinantes de la implementación efectiva y puesta a escala de modelos interculturales de atención materna en beneficio de la población indí-