



Press Release / Redhill, 26<sup>th</sup> March 2008

## **AXA Assistance survey confirms that patient compliance is an issue for the pharma industry**

In their survey launched in the May 2007 edition of *Pharmaceutical Magazine*, **AXA Assistance confirms their leadership amongst companies offering nurse-led retention initiatives**. The majority of people who were aware of companies providing nurse-led retention initiatives mentioned AXA Assistance.

This survey reveals that pharmaceutical companies are more and more concerned by patient non adherence. **The survey which focused on patient compliance and the solutions to tackle it, details that all respondents view patient non-adherence as a real issue**. 53 % of them consider it as a big issue.

The majority of respondents believe that the pharma industry has a role to play in order to improve patient compliance. **In 75% of cases, money is allocated for retention initiatives within the annual budget**. Internet and nurse-led centres are the retention initiatives most often considered (16%) and the most commonly implemented. The budget and the concept of return on investment represent the most important concerns for such programmes.

For the last ten years AXA Assistance has developed and delivered tailored solutions to the pharmaceutical industry such as compliance programmes, product support programmes and medical information departments. **AXA Assistance continues its goal is to bring pharma clients closer to their customers and patients**.

### About AXA Assistance UK Ltd

In the UK, AXA Assistance offers a large range of assistance services since 1976 for a variety of international and national organisations such as insurance brokers, health and pharmaceutical entities, motor manufacturers, insurance companies, bank companies, etc. Its 24/7/365 services centres are operated from 2 offices – one in the UK and one in the Ireland - by more than 450 coordinators entirely dedicated to deliver high quality services to your customers. AXA Assistance aims to develop flexible and tailor made solutions to better suit your customers' needs and moreover can help you to retain customer loyalty.

For more information on AXA Assistance UK Ltd please visit: [www.axa-assistance.co.uk](http://www.axa-assistance.co.uk)

AXA Assistance is headquartered in Paris, France and is a wholly owned subsidiary of AXA, one of the world's largest insurance groups. AXA Assistance, founded in 1959 was one of the first assistance companies to open its doors. For more information on AXA Assistance please visit: [www.axa-assistance.com](http://www.axa-assistance.com)

**Contact for press and communication : Sophie Rousseau / [sophie.rousseau@axa-assistance.co.uk](mailto:sophie.rousseau@axa-assistance.co.uk)**

**Contact for Pharma and health activity : Sunita Apte / [sunita.apte@axa-assistance.co.uk](mailto:sunita.apte@axa-assistance.co.uk)**

# # #