

PERSISTENCE TO AFLIBERCEPT THERAPY IN WET AMD PATIENTS ENGAGED WITH THE SMARTSIGHT SUPPORT PROGRAM

Background: Persistence with anti-VEGF therapy is challenging, with drivers of non-adherence including maladaptive beliefs about illness, concerns about treatment, cost, access to therapy, and perceived efficacy. SmartSight (Bayer/Atlantis Health-care) is an evidence-based multi-channel program for patients taking intravitreal aflibercept (IVT-AFL) that aims to uncover and address patients' major drivers of non-adherence, including intentional non-adherence. Patients receive a range of tailored materials, and individualised nurse support. To assess the effectiveness of the program, a third-party review was conducted (Prospection Pty Limited), and on-program persistence compared with patients not supported by SmartSight.

Methods: Persistence for patients with wet AMD on the SmartSight program was assessed and compared with a 10% PBS data sample. As 12.5% of patients prescribed aflibercept are on the SmartSight program, there is an overlap which may influence the comparator persistence.

Results: Two year persistence on therapy for the 10% PBS sample was 64%. Conservative modelling indicates persistence at 88% on the SmartSight program, with an 18% higher duration of therapy for SmartSight patients. Patients supported by the SmartSight program have only 1/3rd of the drop-out rate of unsupported patients.

Conclusion: The SmartSight program is designed to identify and address individual patients' key drivers of non-adherence and cessation of therapy, and reinforces the value of ongoing care and treatment for patients undergoing therapy with IVT-AFL. This analysis indicates substantial gains in persistence to therapy and duration of treatment. Further analysis will address questions of outcomes in differing patient segments, and with higher and lower levels of intervention.