



Blue Latitude announces collaboration with Janssen Healthcare Innovation to increase accessibility of Care4Today® MHM

Blue Latitude is supporting JHI to help Care4Today® Mobile Health Manager (MHM) become the most endorsed and used adherence platform available to patients

LONDON, UNITED KINGDOM, September 30, 2015 /EINPresswire.com/ -- [Blue Latitude](#), a creative marketing consultancy specialising in healthcare, announced today that they have successfully collaborated with Janssen Healthcare Innovation (JHI) to increase accessibility of the patient-centric [Care4Today® Mobile Health Manager](#) application (MHM).

Launched in the UK last year, Care4Today® Mobile Health Manager is a free and secure mobile app and website designed to help patients and their carers stay on track and in control of their medicines and treatments.

Blue Latitude and JHI collaborated in a team workshop, designed to ensure MHM is accessible to the greatest number of patients in need of support in taking their medications as directed.

Mobile health platforms represent a huge opportunity to improve patients' health by encouraging better adherence. Lack of medicine adherence causes significant problems; not only for those relying on medication to manage their condition, but also for their carers, with non-adherence thought to account for 30% to 50% of treatment failures (1).

Fred Bassett, Co-Founder & Head of Strategy at Blue Latitude, said, "Improving medication adherence is recognised as one of the biggest opportunities to improve patient outcomes and quality of care. The successful Care4Today® MHM partnership with JHI represents an exciting step for Blue Latitude in our efforts to create exceptional customer experiences in healthcare that positively influence lives."

Fred Bassett added: "Pharma and healthcare providers have strong incentives to help patients get the most from their prescription medicines. Blue Latitude supports them by providing a proven set of solutions to target and reach specific patient groups for accomplishing exactly that."

To date, the app has been downloaded 370,000 times with well over 100,000 registered users worldwide, making Care4Today® MHM well on track toward becoming one of the most endorsed and used adherence platforms. It is also listed on the NHS Choices Health Apps Library (apps.nhs.uk).

(1) Wroth TH, Pathman DE. Primary medication adherence in a rural population: the role of the patient-physician relationship and satisfaction with care. *J Am Board Fam Med.* 2006; 19(5): 478-486.

The End

About Blue Latitude

Blue Latitude is a creative marketing consultancy, focusing on creating exceptional customer experiences in healthcare to positively influence lives. We work with 14 of the world's top 20 pharmaceutical companies at market, regional and global level.

Founded in 2003, Blue Latitude is one of the leading independent strategic marketing consultancies specialised in Pharma and Healthcare. Our core capabilities are Strategy, Customer Experience and Creative Services. We solve complex problems and deliver value to our client's customers and stakeholders.

For more information, please visit: <http://bluelatitude.net/> or follow Blue Latitude on Twitter @blue_latitude.

About Care4Today® Mobile Health Manager

Care4Today™ Mobile Health Manager is more than just a self-directed reminder tool. It can help support and encourage users to manage their health. The free app allows users to manage their medications from their mobile phone or computer. Using a colour-coded system, it can help people see when it's time to take a medication and helps them stay on schedule.

Care4Today® Mobile Health Manager does so much more than apps that just send reminders, such as:

- Track progress and get reports that you can share with your doctor
- Care4Family™ allows you to see if your loved ones are taking their medications

How Care4Today® Mobile Health Manager works:

1. Download the free app from mhm.care4today.com, Google Play or the App Store
2. Simply enter your medications and the time you take them
3. Choose to set up repeat prescription reminders to help you avoid running out of medications

Care4Today® Mobile Health Manager works on PCs, tablets, smartphones and most standard mobile phone handsets.

For more information, go to www.care4today.com

About Janssen Healthcare Innovation (JHI)

JHI is an innovation and incubation team within Janssen, building and testing solutions that engage and empower patients and providers to transform healthcare delivery.

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