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Medication Adherence: Technology with a Personal Touch



Medication adherence is not a new problem, but for decades, companies have deployed gadget-oriented technologies with little success. Effective solutions require scalability, striking a delicate balance between cost, sophistication, flexibility and personalization. It's time to equip caregivers—from medical providers to caregivers—with the tools needed to help those most in need.

Dennis McNannay, recently co-founded Curadite, a comprehensive, medication adherence platform that brings together technology, education and personal mentoring. Dennis learned the importance of medication adherence firsthand when his daughter's inability to adhere to her medication regimen resulted in multiple visits to the ER. Dennis understands that technology alone will not solve this problem; stakeholders—patients, provider networks, pharmaceutical companies and policy makers—must work together. With 25+ years of successful management experience, most recently as the Executive Director of the Oregon Bioscience Association (Oregon Bio), Dennis established a new strategic direction for Oregon Bio and BioPro—its life sciences oriented workforce training program. In 2014, Oregon Bio was awarded a \$325,000 legislative appropriation (SB1527) creating the Biocatalyst workforce-training program—transitioning unemployed workers into the life sciences industry. Previous entrepreneurial ventures include CrossCurrent Inc., (surgical planning and revenue software); and served as the CEO/founder of InfiniteInk.

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