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Over 35k HCPs from India register for Abbott's a:care Congress 2022

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More than 35,000 healthcare professionals (HCPs) from India have registered for the Abbott's a:care Congress, on the theme - â??Adherence to Treatment: Global Challenge, Tangible Solutionsâ?•



Speaking to BioSpectrum, **Dr Matthias Mueller, Divisional Vice President Innovation and Development, Abbott's Established Pharmaceuticals business** said "Our a:care Congress, taking place on October 8 & 15, is a major launch milestone in our educational efforts to address non-adherence, which has already garnered interest from more than 35,000 healthcare professionals from India."

He further said "It is endorsed by more than 60 international and national medical societies, including the Association of Physicians of India, the Hypertension Society of India, and the Indian Thyroid Association."

Talking about the investments on creating awareness about Adherence to Treatment he said "We are investing in research projects with an ongoing clinical trial on improving education adherence with digital solutions. We partnered with King's College London to offer physicians access to adherence management training, especially in India."

"Abbott is committed to continuing to broaden education on medicine adherence, and we are working to include enhanced touch points and wider therapy areas to help patients and support healthcare professionals in improving adherence and building steps toward better health in India and globally," Dr Mueller added.

Abbott's a:care programme is a unique, product-agnostic initiative that aims to improve adherence to treatment through a focus on digital tools and behavioral science to help people take back control over their health and live better.

a:care Congress 2022, will be covering About the pervasive myths that hide the true drivers of non-adherence, How to shift the paradigm and treat the person, not just the disease and How patients understand adherence, and how their insights can be used in clinical practice.

The congress will have regional satellite meetings to discuss key regional issues and explore insights into the regional drivers and solutions of non-adherence. There will be satellite meetings from India, Brazil, the rest of Latin America, the Middle East, Turkey, Africa and Pakistan region (METAP) and the Asia-Pacific region.