Make a Difference Simply by Taking Your Medication

![A hand holding a cellphone

Description generated with very high confidence]()

Medication Adherence is a public health consideration, affecting health outcomes and overall health care costs. [The World Health Organization](http://www.who.int/en/) notes “the average nonadherence rate as 50% among those with chronic illnesses. Consequences of nonadherence include worsening condition, increased comorbid diseases, increased health care costs, and death”. The relationship between providers, patients and pharmacists can increase medication compliance by providing clear, concise information as to the risks and benefits of medication compliance. According to the [NIH](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3234383/), “seventy-five percent of Americans have trouble taking their medicine as directed. Estimates are as high as 125,000 deaths per year in the United States, due to medication nonadherence, with 33% to 69% of medication-related hospital admissions due to non-adherence.” These figures translate into additional cost to the healthcare ecosystem, including re-admissions, adverse events, emergency response and fatal reactions.

What if you could make a difference in the lives of others simply by taking your medication as prescribed?

[Claus Moldrup, PhD](https://www.linkedin.com/in/clausmoldrup/), Founder of [DrugStars](https://www.drugstars.com), believes that by motivating patients to improve adherence, we can lower healthcare cost. That’s why he started [DrugStars.](https://www.drugstars.com) To create a Robin Hood style healthcare movement that rewards positive behavior by giving back to patient organizations. Its simple, easy and the information collected improves the patient experience.

How Does This Work?

You simply register your medication on the [DrugStars](https://www.drugstars.com) app. You register each medication, and the time of day that it is to be taken. When its time to take your medication, you receive a text reminder from [DrugStars](https://www.drugstars.com). By pressing the pill icon, you signify that you’ve taken your medication, and this action is rewarded with “stars. You can use these reward points to donate to your favorite charities. All part of the [#GivingByTaking](https://www.drugstars.com/team/) campaign created at [DrugStars](https://www.drugstars.com).

Medication adherence is an important aspect of care across the healthcare continuum. The tricky part is continuing to take medications once you feel better. It doesn’t sound like much, but everything counts in rewards at [DrugStars.](https://www.drugstars.com) An average patient collects 1000 stars a year. Think about what thousands of patients can achieve in a global movement to reward the positive behavior of medication compliance.

It’s as easy as 1-2-3….

1. Click here to download the app: <https://drugstars.app.link/YUzHCgaoOJ>
2. Collect stars each time you take your medication via the text reminder
3. Donate your [“DrugStars”](https://www.drugstars.com) to charity

You can make a difference in your health and the lives of others all by taking your medications. Gamifying healthcare, one textural reminder at a time. Pretty good idea, eh? This is all about supporting and creating a sense of community.

WE ALL WIN WHEN WE HELP EACH OTHER.