**Motivation**

Fundamental asymmetry between the “inside” and the “outside” limiting communication & collaboration between health professionals and patients, thus limiting professional support of the patient.

**Approach**

- Design Science Research & Pilot Study with 21 Swiss Pharmacies.
- Analysis of genre and genre systems of communication between pharmacists and patients.

**Contributions**

- Design principles of information systems that enable continuous communication between health professionals and patients.
- Understanding of communication patterns and their influence on patients’ adherence (emerging genres and genre systems).
- Implementation of “mutual accountability”: Both health professional and patient are responsible for health outcomes.
- Potential cost reduction in the public health system by enabling continuous support to address non-adherence behaviors and by allocating resources in cost-efficient pharmacies.

**Results**

1. Patient App (iPhone)
   - Design Science Research & Pilot Study with 21 Swiss Pharmacies.
   - Analysis of genre and genre systems of communication between pharmacists and patients.

2. Pharmacist App (iPad)

**References**

Volland, D., Korak, K., Kowatsch, T. (2013). Improving Patients’ Treatment Adherence by Enhancing the Pharmacist-Patient Relationship with IT, Presentation at the 4th Annual Workshop on Health IT and Economics (WHITE 2013), Washington, USA.