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Summary

EVALUATION OF THE RESULTS OF A MICROLEARNING PROGRAMME FOR PATIENTS WITH INFLAMMATORY BOWEL DISEASE IN IMPROVING THERAPEUTIC ADHERENCE. THE ADEII PROJECT

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A two-month mobile-based microlearning programme using individualised video pathways significantly improved medication adherence and reduced negative beliefs about treatment in 200 adult IBD patients.

KEY POINTS

- Non-adherence decreased significantly from 29.8% at baseline to 18.1% at six months following the programme (p=0.02), with medication possession rate ≥80% used as the adherence threshold.
- The programme consisted of 4-minute videos sent via Telegram bot, with all patients receiving four core videos on their disease, adherence, and corticosteroids, plus additional videos for each medication they used.
- Significant improvements were observed in medication beliefs, including decreases in perceived medication harm (p=0.002) and treatment concern (p=0.001) on the BMQ scale.
- Illness perception improved with significant decreases in negative emotions (p=0.003) and disease identity scores (p=0.003), alongside increased understanding of illness (p=0.003) on the BIPQ scale.
- Programme attendance ranged from 78% to 90%, with 1226 videos sent to 200 patients over the study period between June and October 2022.

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