Influence of Patient Communication Strategies on Treatment Adherence in Canada



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Influence of Patient Communication Strategies on Treatment Adherence in Canada



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Abstract

Purpose: The purpose of this article was to analyze influence of patient communication strategies on treatment adherence in Canada.

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: Effective communication strategies, including personalized messaging and active listening, improve treatment adherence in Canada. Empathetic, tailored interactions boost patient trust and compliance. Integrating digital tools and education further enhances adherence and health outcomes.

Unique Contribution to Theory, Practice and Policy: The health belief model (HBM), social cognitive theory (SCT) & self-determination theory (SDT) may be used to anchor future studies on the influence of patient communication strategies on treatment adherence in Canada. From a practical standpoint, healthcare organizations are encouraged to implement comprehensive training programs for clinicians that emphasize effective, patient-centered communication. Policy initiatives should focus on standardizing patient communication protocols across healthcare settings to ensure consistency and equity in care delivery.

Keywords: Patient Communication, Strategies Treatment

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INTRODUCTION

Treatment adherence refers to the extent to which patients follow medical advice and complete prescribed treatment regimens. In the USA, digital health interventions such as mobile apps and electronic reminders have contributed to a reported 20% increase in medication adherence among patients with chronic conditions (Brown, 2020). In Japan, the integration of telemedicine with personalized follow-up systems has resulted in a 15% improvement in treatment adherence rates, particularly for elderly patients managing multiple medications. These technological innovations have led to measurable improvements in clinical outcomes and reduced hospitalization rates. Collectively, these examples underscore the positive impact of tailored interventions on patient adherence in high-resource settings.

In the United Kingdom, structured treatment programs coupled with patient education initiatives have yielded a 17% increase in adherence for conditions like hypertension and diabetes, highlighting the role of coordinated care. Additionally, integrated electronic health records (EHR) that alert providers about missed doses or appointments have further reinforced adherence strategies. Such systems provide clinicians with real-time data to make informed decisions and adjust treatment plans accordingly. These improvements have been statistically significant over recent years, reflecting an upward trend in adherence in developed economies. Overall, these initiatives demonstrate that leveraging technology and systematic patient engagement can substantially enhance treatment adherence (Brown, 2020).

In Canada, for example, the integration of telehealth platforms and automated medication reminders has resulted in a 18% increase in adherence among patients with chronic conditions, as reported by Chen and Baker (2021). In Germany, the adoption of integrated electronic health record (EHR) systems combined with personalized follow-up care has led to a 16% improvement in adherence for cardiovascular treatments. These technological advancements not only facilitate better patient engagement but also enable clinicians to monitor adherence in real time, ensuring timely interventions. Such initiatives underscore the potential of digital tools to transform treatment adherence in high-resource healthcare systems (Chen & Baker, 2021).

In Australia, structured treatment programs that incorporate mobile health applications have contributed to a 17% rise in adherence rates for diabetes management, according to Thompson, (2020). Similarly, France has witnessed a 15% increase in adherence among patients with chronic respiratory diseases through the use of integrated digital monitoring and patient education modules. Both countries emphasize the importance of coupling technology with continuous patient support to sustain adherence improvements. These examples demonstrate that systematic digital interventions are key to reducing treatment non-compliance and optimizing clinical outcomes. Overall, these initiatives in developed economies reflect a broader trend towards leveraging technology to improve patient adherence and overall healthcare quality (Thompson, 2020).

Treatment adherence in developing economies is increasingly recognized as critical to improving health outcomes, yet remains challenged by resource limitations and infrastructural constraints. In India, mobile health interventions have been employed to send SMS reminders to patients with tuberculosis, resulting in a 12% improvement in adherence rates over a 12-month period (Patel, 2019). Similarly, in Brazil, community health workers using digital tools to monitor patient medication intake have reported a 14% increase in treatment adherence among individuals with chronic illnesses. These interventions underscore the potential of low-cost, technology-driven

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solutions to overcome traditional barriers in resource-constrained settings. The observed trends indicate that tailored, context-specific strategies can significantly bolster treatment adherence in developing regions.

In these settings, enhancing patient education and support structures has also been pivotal in improving adherence. Initiatives that integrate culturally relevant communication methods have resulted in better engagement and understanding of treatment regimens. Furthermore, the collaboration between local health agencies and international donors has provided the necessary funding and expertise to implement these digital solutions. The data suggest that with sustained investment, treatment adherence can continue to improve, leading to better long-term health outcomes. Such strategies offer a promising avenue for bridging the gap between patient behavior and clinical efficacy in developing economies (Patel, 2019).

In China, integrated digital health platforms that combine SMS reminders with app-based monitoring have achieved a 14% increase in adherence for hypertensive patients, as noted by Li and Wang (2019). Likewise, in Mexico, community-based mobile health interventions have improved adherence among HIV patients by approximately 12%, demonstrating that even low-cost digital solutions can yield measurable benefits. These interventions often involve collaboration between governmental health agencies and non-governmental organizations, which help to overcome infrastructural challenges. As a result, these strategies are not only enhancing adherence but also contributing to broader public health improvements in these regions (Li & Wang, 2019).

Further evidence from Turkey illustrates that the use of electronic reminder systems and digital counseling services in primary care settings has led to a 13% increase in treatment adherence for chronic conditions (Demir & Yilmaz, 2020). In Indonesia, mobile health initiatives targeting rural populations have shown a 10% improvement in adherence rates by providing patients with culturally adapted educational materials and follow-up support. These examples highlight that strategic, technology-driven interventions can be effectively adapted to diverse socio-economic contexts. Continued investment in digital health infrastructure and capacity building is essential to sustain and further these gains. Together, these developments signal a promising pathway for enhancing treatment adherence in developing economies (Demir & Yilmaz, 2020).

In Sub-Saharan Africa, treatment adherence remains a significant challenge due to limited healthcare resources, logistical barriers, and socioeconomic factors. In Nigeria, community-based interventions that combine patient education with digital adherence monitoring have resulted in a 10% increase in adherence rates for HIV treatment, as patients receive regular SMS reminders and follow-up support (Okoro, 2018). In South Africa, decentralized healthcare models using mobile clinics and digital tracking have demonstrated a 13% improvement in adherence among patients with tuberculosis. These approaches help mitigate the challenges of distance and access, ensuring that patients maintain consistent treatment regimens despite systemic constraints. The evidence indicates that innovative, community-driven strategies can yield significant improvements in treatment adherence in the region.

Moreover, integrating traditional community structures with modern technology has proven effective in Sub-Saharan contexts. Local health initiatives that leverage the trust and influence of community leaders have enhanced patient engagement and adherence to treatment protocols. Collaborative efforts between governments and non-governmental organizations further bolster

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these strategies by providing additional resources and training. These models not only improve adherence rates but also contribute to overall improvements in public health outcomes. Continued innovation and support are essential for sustaining these positive trends in treatment adherence across Sub-Saharan economies (Okoro, 2018).

In Kenya, SMS-based reminder systems and mobile adherence monitoring have contributed to an 11% increase in adherence among tuberculosis patients, as demonstrated by Mwangi (2022). In Ethiopia, community health worker programs supported by digital tracking have yielded a 9% improvement in adherence for HIV treatment, underscoring the effectiveness of combining traditional outreach with modern technology. These initiatives highlight how low-cost, community-centered interventions can significantly enhance patient compliance even in resource-limited settings. The evidence suggests that tailored digital solutions can overcome common obstacles to treatment adherence in Sub-Saharan Africa (Mwangi, 2022).

Additionally, Ghana has seen promising results with the implementation of mobile health applications that provide real-time feedback and reminders, resulting in a 10% improvement in adherence among patients with chronic conditions. In Uganda, similar interventions integrated into local health programs have led to a 12% increase in adherence for patients undergoing long-term treatment regimens. Such strategies leverage existing mobile technology infrastructure and the influence of community networks to bolster adherence. These success stories emphasize the potential of innovative, low-cost digital tools to bridge the gap in treatment adherence across diverse populations. Overall, these initiatives contribute significantly to enhancing clinical outcomes and reducing the burden of disease in Sub-Saharan Africa (Mwangi, 2022).

Patient communication strategies are critical in enhancing treatment adherence by ensuring patients understand, remember, and feel supported in following their care plans. One key strategy is personalized face-to-face counseling, which builds trust and enables tailored discussions that address individual patient concerns (Smith, Thompson, & Liu, 2021). Digital messaging, including SMS and mobile app reminders, also plays a pivotal role by providing timely cues and reinforcement of treatment instructions (Jones & Patel, 2019). Telehealth consultations offer an accessible, real-time communication medium that allows providers to monitor patient progress and address issues promptly (Kumar & Lee, 2020). Together, these strategies contribute to an integrated communication framework that positively influences treatment adherence by fostering continuous patient engagement.

Another effective approach is the use of patient portals integrated with electronic health records, which empower patients to access personalized treatment information and communicate asynchronously with their healthcare providers (Garcia, Lopez, & Hernandez, 2022). This digital access not only increases transparency but also reinforces adherence by allowing patients to review their treatment plans at their convenience. The synergy between face-to-face counseling and digital communication methods creates a comprehensive support system that caters to varied patient preferences and needs (Smith, 2021). Telehealth and digital reminders further complement these efforts by ensuring that patients receive ongoing, adaptive feedback throughout their treatment journey (Jones & Patel, 2019). Overall, these four communication strategies work together to strengthen treatment adherence and improve clinical outcomes.

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Problem Statement

The influence of patient communication strategies on treatment adherence is critical for achieving optimal health outcomes, yet significant variability exists in the effectiveness of these approaches across healthcare settings. Despite advancements in digital messaging, telehealth, and patient portals, many patients still exhibit suboptimal adherence due to inconsistent and non-personalized communication practices (Jones & Patel, 2019; Kumar & Lee, 2020). Moreover, while face-to-face counseling has proven beneficial in enhancing understanding and adherence, practical constraints such as limited consultation time and resource shortages often impede its consistent application (Smith, Thompson, & Liu, 2021). Emerging evidence also indicates that digital communication tools can mitigate these challenges; however, their uneven implementation and lack of integration into standard care protocols continue to undermine their potential benefits (Garcia, Lopez, & Hernandez, 2022). This problem underscores the urgent need for research into integrated, multi-modal communication frameworks that can standardize and optimize patient engagement strategies to improve treatment adherence.

Theoretical Review

The Health Belief Model (HBM)

The health belief model originally conceptualized by Rosenstock and later refined by Becker, posits that an individual's health-related behaviors are influenced by their perceptions of disease severity, susceptibility, benefits, and barriers. In the context of treatment adherence, HBM suggests that effective patient communication can modify perceptions enhancing perceived benefits and reducing barriers to motivate adherence (Wang, 2020). By tailoring messages to address specific concerns and highlight the advantages of following treatment plans, healthcare providers can influence patients' decision-making processes and improve adherence outcomes.

Social Cognitive Theory (SCT)

Social cognitive theory developed by Albert Bandura, emphasizes the role of self-efficacy and observational learning in behavioral change. SCT is highly relevant to treatment adherence as it suggests that patient communication strategies that boost confidence and provide role models or success stories can foster positive behavioral change (Hawkins, 2019). By using patient narratives and clear instructions, communication strategies can enhance a patient's belief in their ability to manage their treatment, thus supporting adherence.

Self-Determination Theory (SDT)

Self-determination theory introduced by Deci and Ryan, centers on intrinsic motivation, highlighting the importance of autonomy, competence, and relatedness. In treatment adherence, patient communication that supports autonomy and personal relevance can increase intrinsic motivation to adhere to treatment regimens (Nguyen, 2020). This theory underlines the importance of patient-centered approaches that empower individuals to take charge of their health, leading to sustained adherence and better clinical outcomes.

Empirical Review

Smith (2018) evaluated the effect of digital messaging on treatment adherence among diabetic patients in a large urban hospital network. The study involved designing a digital intervention where the experimental group received regular, automated SMS reminders about medication

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schedules and lifestyle tips over a six-month period, while the control group received standard care without reminders. Data were collected using electronic health records and patient self-reports, which enabled the researchers to measure changes in medication adherence. Findings demonstrated a statistically significant 13% improvement in adherence among the SMS group compared to the control, suggesting that timely digital reminders can play a crucial role in reinforcing treatment routines. The study also noted improvements in patients' self-management behaviors and overall satisfaction with care. Based on these results, the authors recommended integrating digital messaging platforms into routine diabetes management protocols and scaling such interventions to diverse clinical settings. Overall, this research underscores the potential of simple, cost-effective digital interventions in significantly enhancing treatment adherence in chronic disease management.

Johnson and Lee (2019) examined the impact of enhanced face-to-face communication on treatment adherence. Patients were randomly assigned to either receive personalized, in-depth consultations that focused on clarifying treatment plans and addressing patient concerns, or to receive standard care with routine consultations. The study employed both quantitative measures, such as pill counts and blood pressure monitoring, and qualitative assessments through patient interviews. Findings revealed that patients who received tailored, one-on-one consultations exhibited a 15% higher adherence rate compared to those in the control group, along with improved blood pressure control. The researchers observed that the personalized communication not only improved understanding but also built trust and increased patient engagement in their own care. Based on these outcomes, the authors advised that healthcare providers receive training in effective communication techniques to ensure consultations are both informative and supportive. This study highlights the vital role of direct, personalized interaction in promoting treatment adherence, particularly in managing chronic conditions such as hypertension.

Davis (2020) assessed the role of telehealth consultations in improving treatment adherence during complex cancer treatment regimens. The study followed a cohort of patients over a 12-month period, integrating regular telehealth sessions into their treatment plans to provide ongoing support and real-time monitoring. The researchers used a combination of digital adherence tracking, patient interviews, and clinical outcome measures to evaluate the effectiveness of the intervention. Results indicated a 12% improvement in adherence among patients who participated in telehealth sessions, as well as enhanced patient satisfaction and reduced travel-related stress. The study provided evidence that telehealth can bridge access gaps, especially for patients residing in remote areas or those with mobility constraints. Based on the findings, the authors recommended that oncology centers expand telemedicine services and incorporate remote monitoring tools to ensure continuity of care. These insights underscore the potential of telehealth as a transformative tool in maintaining consistent treatment adherence in oncology care.

Kim and Patel (2021) explored the impact of patient portals on medication adherence through a cross-sectional study conducted in various outpatient settings. The study involved analyzing adherence data from patients who actively used patient portals integrated with electronic health records (EHRs), which provided them with personalized treatment information, appointment scheduling, and secure messaging options with their healthcare providers. The methodology included data mining from EHR systems and patient surveys to capture both quantitative adherence metrics and qualitative feedback on portal usability. Findings reported a 10% boost in medication

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adherence among users of the patient portals, attributed to increased access to personal health information and enhanced communication with providers. The study also found that patients appreciated the transparency and the convenience of managing their treatment plans online. Based on these outcomes, the authors recommended that healthcare systems work towards seamless integration of patient portals with existing EHRs and invest in user training to maximize engagement. The research emphasizes the critical role of digital patient engagement tools in fostering improved treatment adherence through timely access to healthcare information.

Garcia (2022) evaluated the effectiveness of tailored communication strategies on treatment adherence. The study combined quantitative analysis of adherence rates with qualitative interviews that captured patients' perceptions of the communication they received from healthcare providers. Findings revealed that tailored communication including culturally sensitive messaging and regular follow-up calls improved treatment adherence by 14%, as patients felt more supported and understood. The qualitative data highlighted that patients valued the personalization of messages, which addressed their unique challenges and motivations for adhering to treatment. The authors recommended that healthcare providers adopt culturally adapted communication protocols and integrate routine follow-up procedures into their practice. This comprehensive approach underscores the importance of both technological and human factors in designing communication strategies that effectively enhance treatment adherence. Overall, the study provides strong evidence that personalized and culturally attuned communication can significantly improve adherence outcomes in HIV care.

Chen (2019) investigated the effect of SMS reminders on tuberculosis treatment adherence using a quasi-experimental design in a public health setting. The study compared adherence rates before and after the implementation of an SMS reminder system, with patients receiving automated messages about medication schedules and clinic appointments. The results showed an 11% reduction in missed doses among patients receiving SMS reminders, demonstrating the practical benefits of digital reminders in improving adherence. The methodology included a combination of patient self-reports and clinical data analysis, which provided robust evidence of the intervention's effectiveness. The authors advocated for policy support to scale up digital reminder systems as a low-cost solution to enhance treatment adherence in tuberculosis management. They also recommended further research to optimize message frequency and content for diverse patient populations. This study highlights the potential of digital communication as an effective tool to address adherence challenges in infectious disease treatment.

Nguyen (2020) assessed the impact of tailored educational interventions on treatment adherence among patients with chronic illnesses. Participants were randomly assigned to receive either standard educational materials or personalized educational interventions that addressed their specific health needs and barriers to adherence. The study employed both objective measures, such as medication refill rates, and subjective measures from patient questionnaires to evaluate adherence improvements. Findings demonstrated a 16% increase in treatment adherence among patients who received the tailored interventions, along with improved patient knowledge and confidence in managing their conditions. The authors recommended that healthcare providers implement individualized education strategies as part of routine care to promote sustained adherence. The study underscores the significance of customizing patient education to effectively address the unique challenges faced by individuals with chronic illnesses. Overall, these findings

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contribute to a growing body of evidence supporting the role of tailored educational interventions in enhancing treatment adherence.

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low-cost advantage as compared to field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

FINDINGS

The results were analyzed into various research gap categories that is conceptual, contextual and methodological gaps

Conceptual and Contextual Gaps: Although the studies reviewed demonstrate that various patient communication strategies such as digital messaging (Smith, 2018), enhanced face-to-face interactions (Johnson & Lee, 2019), telehealth consultations (Davis, 2020), patient portals (Kim & Patel, 2021), tailored communication (Garcia, 2022), SMS reminders (Chen, 2019), and tailored educational interventions (Nguyen, 2020) can significantly improve treatment adherence, there remains a gap in understanding the underlying mechanisms driving these effects. Many of these studies focus primarily on short-term adherence outcomes and measurable percentage improvements, yet they offer limited insight into the long-term sustainability of these interventions and the interplay of patient behavioral, cognitive, and emotional factors that underlie adherence. Moreover, while each study targets specific chronic conditions or infectious diseases, there is a lack of research exploring how these strategies perform in populations with multiple comorbidities or in integrated care models where treatment adherence might be influenced by a complex mix of interventions. Contextually, most investigations are conducted in controlled clinical settings, leaving real-world variability and the influence of environmental factors on communication effectiveness underexplored.

Geographical Gaps: Geographically, most studies have been conducted in high-resource or urban settings, such as large urban hospital networks (Smith, 2018) and specialized clinics in developed regions (Johnson & Lee, 2019; Kim & Patel, 2021), which may not be generalizable to rural or low-resource areas. There is a paucity of research on the effectiveness of patient communication strategies in diverse geographical contexts, particularly in developing regions where infrastructural limitations, cultural differences, and language barriers could significantly affect treatment adherence outcomes. Additionally, the existing literature does not adequately address how digital interventions perform in settings with limited access to technology or inconsistent internet connectivity. Future studies should aim to compare and contrast the effectiveness of these strategies across varied geographical landscapes to ensure that recommendations are inclusive and adaptable to different socio-economic and cultural contexts. Addressing these gaps is critical for developing universally applicable communication models that optimize treatment adherence globally.

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CONCLUSION AND RECOMMENDATIONS

Conclusion

The influence of patient communication strategies on treatment adherence is an essential area of focus for improving health outcomes across various patient populations. Research demonstrates that tailored communication approaches, including digital messaging, face-to-face consultations, telehealth, patient portals, and culturally sensitive communication, significantly enhance treatment adherence by improving patient engagement, understanding, and self-management. These strategies effectively bridge communication gaps, help patients navigate complex treatment regimens, and foster long-term adherence. However, further research is needed to explore the long-term sustainability of these interventions, their mechanisms, and their effect on diverse populations, including those with co-morbid conditions and in under-resourced settings. Overall, effective communication strategies, particularly those that are personalized, transparent, and accessible, are crucial in ensuring greater patient adherence and better clinical outcomes across healthcare systems. for a couple of seconds

In conclusion, the collective evidence underscores that effective patient communication strategies play a pivotal role in enhancing treatment adherence across diverse clinical settings. Studies indicate that tailored approaches ranging from digital messaging and SMS reminders to personalized face-to-face interactions and telehealth consultations not only improve adherence rates by 10% to 16% (Smith, 2018; Nguyen, 2020) but also bolster patient confidence and engagement in managing their health. These findings suggest that both technological and interpersonal communication modalities, when adapted to patient needs, are critical for overcoming barriers to adherence, thereby leading to improve clinical outcomes. However, further research is warranted to explore the long-term sustainability of these interventions and their adaptability in varying cultural and resource-constrained environments. Overall, integrating effective communication strategies into routine care is essential for achieving sustained treatment adherence and enhancing overall patient care.

Recommendations

Theory

To advance theoretical understanding, researchers should develop integrated models that combine established frameworks such as the health belief model, social cognitive theory, and self-determination theory with insights from digital communication research. This integrated approach will elucidate the underlying mechanisms by which both digital and interpersonal communication strategies impact treatment adherence, ultimately refining conceptual models for behavior change.

Practice

From a practical standpoint, healthcare organizations are encouraged to implement comprehensive training programs for clinicians that emphasize effective, patient-centered communication. This includes investing in digital tools such as SMS reminders, telehealth platforms, and patient portals, while also tailoring face-to-face interactions to address cultural and individual patient needs. These practices can be further enhanced by continuous performance monitoring and feedback systems that allow for real-time adjustments to communication strategies.



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Policy

Policy initiatives should focus on standardizing patient communication protocols across healthcare settings to ensure consistency and equity in care delivery. Policymakers are urged to develop guidelines that integrate digital communication interventions into routine practice, provide funding to support research on innovative communication methods, and incorporate adherence metrics into quality improvement frameworks. Such policies will create an environment that promotes the systematic use of effective communication strategies, ultimately enhancing treatment adherence and improving public health outcomes.

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