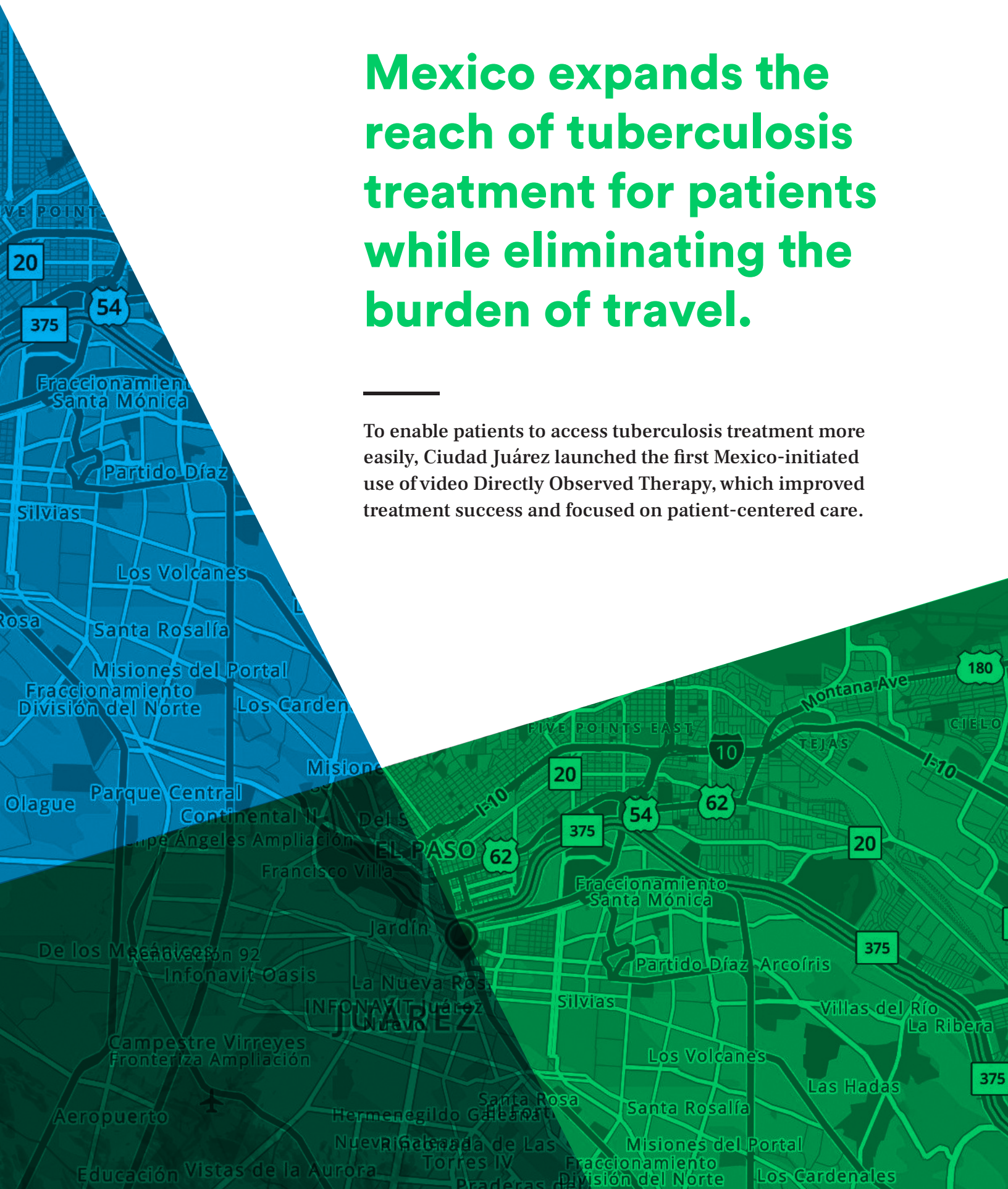


# Mexico expands the reach of tuberculosis treatment for patients while eliminating the burden of travel.

To enable patients to access tuberculosis treatment more easily, Ciudad Juárez launched the first Mexico-initiated use of video Directly Observed Therapy, which improved treatment success and focused on patient-centered care.



# The Purpose

**258**

REPORTED TB CASES

**71%**

BACTERIOLOGICALLY  
CONFIRMED CURE

**75%**

TOTAL AMOUNT OF TARGET  
DOSES COMPLETED

In 2016, Ciudad Juárez, Mexico reported 258 tuberculosis (TB) cases. Of those who started treatment, 71 percent had a bacteriologically confirmed cure and an additional 7.5 percent of patients completed the total amount of target doses necessary for treatment.

Partially due to the burdensome need to travel substantial distances for treatment, there was a 9.9 percent abandonment rate from the total number of patients that began treatment. The TB Control Program in Ciudad Juárez assists patients with TB treatment completion and

medication adherence through Directly Observed Therapy (DOT)—the practice of watching patients take every dose of their medication. Because patients are required to travel to local health centers for DOT, those living farther away face greater challenges in scheduling, convenience, and accessibility.

## The Solution

The city spearheaded a unique approach to increase treatment adherence and reduce patient abandonment. In coordination with the nonprofit organization Amor pro TB, the TB Control Program in Ciudad Juárez initiated an operational project using mobile technology for DOT through emocha's platform.

The project enrolled 10 patients who matched a series of outlined criteria, including stable housing located more than 1 mile away from their respective health centers, no known resistance to medications, and willingness and ability to provide consent.

Participants received smartphones, to which they downloaded emocha's HIPAA-compliant video DOT



application and subsequently video recorded themselves taking their medications at every single



dose. Four jurisdictional TB nurses reviewed the videos, assessed adherence, and engaged with patients through the emocha's HIPAA-secure web portal platform. Health workers visited all patients at home to confirm that they met enrollment criteria; answer any concerns regarding privacy; and learn about their personal adherence goals in conjunction with the project.

# The Results

Of the 10 patients introduced to the project, 9 successfully completed TB treatment through emocha's mobile platform, with one person withdrawing from treatment due to a relapse in drug use.

Upon conclusion of treatment, patients completed a satisfaction questionnaire; 90 percent of those surveyed not only enjoyed using the smartphone-based solution, but actively preferred it to in-person DOT. 80 percent of the patients reported no difficulties using the technology, and further expressed satisfaction in avoiding stigmatic interactions associated with traveling

**921**  
TOTAL DOSES  
RECORDED AND  
OBSERVED REMOTELY

**95.4%**  
OF DOSES TAKEN  
USING VIDEO DOT

to health centers. One patient cited an example of continued adherence achievable through the platform, noting that it made treatment feasible in circumstances—such as impassable dirt roads after rainstorms—that would have prevented travel to a health center for daily treatment.

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*SOURCE: Perez, Hector; Cervantes, Joaquin; Barrera, G.; Campos, A.; Assael, R. (2018, May). Patient-Centered Monitoring for TB Treatment Adherence in a Large Mexican Health Jurisdiction. Poster session presented at the National Tuberculosis Conference, Palm Springs, Ca.*

“I was impressed with the support and flexibility of the emocha team as we implemented the system for the first time in Mexico. The ease of using the program made it simple for patients to use and the clarity of the images made providers comfortable with using this as an adherence platform.”

-Hector Perez, M.D.,  
Amor Pro TB

## About emocha Mobile Health

emocha uses mobile technology to secure medication adherence through Directly Observed Therapy — the practice of watching patients take every dose — and is proven to secure 94 percent average adherence rates. The platform is being used by public health departments, clinical trials, hospitals, community health centers, and managed care organizations to achieve high adherence rates and retain patients in care.

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