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NEWSLETTER · IN CONVERSATION WITH PHILIP MORISKY

If people don't follow through

Philip Morisky — steward of the MMAS, the gold standard in medication-adherence measurement — on why adherence is really behaviour over time, and why it's the outcome hiding behind every other outcome.

Philip Morisky's name is attached to something almost every serious conversation about medication adherence eventually reaches: the Morisky Medication Adherence Scale, validated over decades into the field's gold standard. But for Philip, adherence is more than a scale or a company — it's the unglamorous truth that the best medicine in the world does nothing if people don't actually take it.



Healthcare doesn't work if people don't follow through.

— Philip Morisky, on Pharma Prescribed

The outcome behind the outcomes

Adherence, Philip stresses, is behaviour change over time — maintaining a regimen, staying consistent, sticking to it. Every trial result and every prescription quietly depends on it, and yet it's routinely underweighted. Measuring it properly is the first step to doing anything about it.

Why the rigour matters

What made the MMAS the standard is validation and integrity. An adherence measure is only as useful as it is trustworthy, and cutting corners on measurement produces confident, wrong conclusions — a data-quality lesson that reaches far beyond adherence itself.

A human problem, not a compliance one

Philip's framing is compassionate. Non-adherence isn't patients being difficult; it's the friction of real life against a regimen. Understand the behaviour and you can support it — rather than blaming the person for a gap the system helped create.



Listen to the full episode

Philip Morisky on Pharma Prescribed — at pharmaprescribed.com and wherever you get your podcasts.

Philip Morisky *is a leader in medication-adherence measurement and steward of the Morisky Medication Adherence Scale (MMAS).*