

Effect of pills color change on patients' acceptability

Dr. Aaron S. Kesselheim, Harvard Medical School, and principal investigator of the study, explains: "Pill appearance has long been suspected to be linked to medication adherence... We found that changes in pill color significantly increase the odds that patients will stop taking their drugs as prescribed." The study (study period: 2001-2006) was carried out on huge mass of 61,522 patients out of which 11,472 stopped medications due to appearance change in pills. [1] When customer sees a pill in different color than the one being regularly taken, he immediately believes it to be counterfeited. This is why color measurement and control is necessary toward achieving the consistency.

[1] Aaron S. Kesselheim, MD, JD, MPH; Alexander S. Misono, MD, MBA; William H. Shrank, MD, MSHS; Jeremy A. Greene, MD, PhD; Michael Doherty; Jerry Avorn, MD; Niteesh K. Choudhry, MD, PhD, Variations in Pill Appearance of Antiepileptic Drugs and the Risk of Nonadherence, JAMA Intern Med., Journal of the American Medical Association, 2013;173(3):202-208.

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