

Media Release

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Karger Publishers and a bestselling author team up to improve patient adherence

Karger Publishers has published an article in collaboration with bestselling author Gretchen Rubin. The article suggests that Rubin's Four Tendencies model provides an opportunity to improve patient adherence to treatment. The model concerns people's reactions to expectations of themselves or others – from giving up smoking to saving money – and whether these expectations will be fulfilled or not. Such a model could be useful for both health care professionals and patients in ensuring that treatment adherence is successful.

Almost half of all patients do not take their medication as prescribed in spite of discomfort, pain, or the long-term risk of serious harm. A good doctor-patient relationship is predictive of good adherence to treatment. Understanding how people respond differently to expectations and forms of encouragement could help patient-doctor relationships. A [recently published article](#) in Karger's journal [Biomedicine Hub](#) makes a strong case for further research on Rubin's Four Tendencies model in the context of treatment adherence.

The Four Tendencies model has been developed by bestselling author Gretchen Rubin, who has just released a new book on this topic, titled [The Four Tendencies](#). The model analyzes how individuals respond to expectations of themselves or others. Some people tend to meet their own expectations rather than fulfilling the demands of others and vice versa. These tendencies could be an important factor in treatment adherence. "One of my goals with writing my new book, *The Four Tendencies*, was to help health care providers find more effective ways of supporting patients in following their treatment plans," explains Gretchen Rubin, author of books like the *Happiness Project* or *Better Than Before*.

In collaboration with Gretchen Rubin, the article was written by experts from several medical disciplines with a special interest in patient adherence. These experts believe the model provides a valuable opportunity to test a targeted, patient-specific strategy. If proven to be effective, this model could be introduced to health care practitioners and patients relatively easily and at little cost.

"This model challenges health care professionals and patients to consider times in the past when the patient has been successful or unsuccessful in meeting an expectation. Could they give up smoking? Could they study for exams? Are there any patterns of success or failure? If so, can these patterns be utilized into increasing the likelihood of treatment adherence?" says Paul Lavender, Publication Manager at Karger Publishers. "Our journal [Biomedicine Hub](#) encourages inter-disciplinary discussion and exchange between all medical fields, and is therefore the perfect home for this article, as treatment adherence is an all-encompassing challenge."

The full article is available free-of-charge at the following link:

www.karger.com/Article/FullText/480347

About Gretchen Rubin

Gretchen Rubin is the author of several books, including the blockbuster *New York Times* bestsellers, *Better Than Before*, *The Happiness Project* and *Happier at Home*. She has a large readership, both in print and online, and her books have been sold almost three million times worldwide, in more than thirty languages. She makes frequent TV appearances and is in much demand as a speaker.

Further information about Gretchen Rubin: gretchenrubin.com

About Karger Publishers

Karger Publishers in Basel, Switzerland, is a globally active medical and scientific publishing company. Independent and family-run in the fourth generation by Vice Chairwoman & Publisher Gabriella Karger and Chairman Thomas Karger, the company is dedicated to serving the information needs of the scientific community with publications of high-quality content, covering all fields of medical science. The publication program comprises 50 new books per year and 108 peer-reviewed journals with a growing number of open access publications. Karger content is published predominantly in English, with a strong focus on basic and clinical research, and is generally available online. S. Karger AG consists of the publishing company Karger Publishers (est. 1890) and the International Subscription Agency Karger Libri (est. 1960).

Further information about Karger Publishers: www.karger.com