



UvA-DARE (Digital Academic Repository)

The value of tailored communication in promoting medication intake behavior

Linn, A.J.

Publication date
2013

[Link to publication](#)

Citation for published version (APA):

Linn, A. J. (2013). *The value of tailored communication in promoting medication intake behavior*. [Thesis, fully internal, Universiteit van Amsterdam].

General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

The value of tailored communication in promoting medication intake behavior

Annemiek Linn

The research presented in this dissertation was financially supported by the Amsterdam School of Communication Research/ASCoR and an unrestricted grant of Merck Sharp & Dohme B.V. and Teva Pharmaceutical Industries.



Financial support for printing this dissertation was kindly given by the Amsterdam School of Communication Research/ASCoR, Crohn en Colitis Vereniging Nederland and Merck Sharp & Dohme B.V.

ISBN: 978-90-6464-667-6

Cover design by Minyou Rek (minyourek@gmail.com) and Kasper Looije (kasperlooije@gmail.com), Amsterdam

Printed by GVO drukkers en vormgevers, Ede

© 2013 Annemiek Linn

The Amsterdam School of Communication Research/ASCoR
Department of Communication, University of Amsterdam
Kloveniersburgwal 48
1012 CX Amsterdam
The Netherlands

All rights reserved. No part of this publication may be reprinted, reproduced or utilized in any form or any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording or any information storage or retrieval system, without the written permission of the author. Exceptions are allowed in respect of any fair dealing for the purpose of research, private study or review.

The value of tailored communication in promoting medication intake behavior

ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad van doctor
aan de Universiteit van Amsterdam
op gezag van de Rector Magnificus
prof. dr. D.C. van den Boom
ten overstaan van een door het college voor promoties
ingestelde commissie,
in het openbaar te verdedigen in de Agnietenkapel
op vrijdag 14 juni 2013, te 12:00 uur

door

Annemiek Johanna Linn
geboren te Heemstede

Promotor: prof. dr. E. G. Smit
Copromotoren: dr. J. C. M. van Weert
dr. ir. L. van Dijk
Overige leden: prof. dr. A. Abu-Hanna
prof. dr. J. W. J. Beentjes
dr. A. A. van Bodegraven
prof. dr. H. de Gier
prof. dr. E. F. Loos
dr. E. M. A. Smets

Faculteit der Maatschappij en Gedragwetenschappen

**Voor mijn drie musketiers,
Oma, Mama en Marjolijn**