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The value of tailored communication in promoting medication intake behavior

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Little is known about appropriate methods to address medication intake behavior in individual patients and how content should be tailored to the needs of these patients. This dissertation aims to develop a theoretical and evidence-based tailored multimedia intervention to improve medication intake behavior. The studies discussed in this dissertation provide insight into specific barriers for not taking medication as prescribed and investigate how different types of media (i.e., eHealth, mHealth and interpersonal communication) can address these barriers and promote successful medication intake behavior in patients with inflammatory bowel disease.

