



REPORT ON EXPERT TALK

EVENT TITLE: Expert talk on “**THE ROLE OF DIGITAL HEALTH AND AI IN OPTIMIZING PATIENT COMPLIANCE TO THEIR PRESCRIBED MEDICATION REGIMEN**”.

Date: 28-10-2025

Venue: SNVPMV, Auditorium.

Organized by: Department of Pharmaceutics, SNVPMV.

Guest speaker: Dr. Deepak Sirdeshmukh, President, Sensal Health, Chapel Hill, USA.

INTRODUCTION :

The Department of Pharmaceutics, Sarojini Naidu Vanita Pharmacy Maha Vidyalaya (SNVPMV), organized an enlightening Expert Talk on “The Role of Digital Health & AI in Optimizing Patient Compliance to Their Prescribed Medication Regimen.” The session was graced by several eminent dignitaries including our Chairman, Dr. B. Prabha Shankar; GB Member, Dr. A.V. Srikanth, GB Member, Sri. Pradyumna. V; Sri. B. Hanumanth Rao Hon. Secretary; Director, Dr. N. Srinivas; Principal, Dr. T. Mamatha; Vice Principal, Dr. B. Haarika; and Head of the Department of Pharmaceutics, Dr. B. Chandrashekar Reddy.

We were deeply honoured and privileged to have Dr. Deepak Sirdeshmukh, distinguished guest speaker from Sensal Health, Chapel Hill, USA, who delivered an insightful lecture highlighting the impact of artificial intelligence and digital health technologies in improving patient adherence to medication regimens. The welcome address was given by Dr. A.V. Srikanth, Sri. Pradyumna, and Dr. N. Srinivas, who expressed their appreciation for the expert’s presence and emphasized the relevance of AI in the evolving healthcare landscape.

The seminar witnessed active participation from numerous B. Pharmacy students, M.Pharmacy students(All departments) and Pharm.D students , who gained valuable knowledge and inspiration from the discussion. The event provided a great platform to bridge academic learning with emerging digital innovations in healthcare.

ABOUT GUEST SPEAKER

- Deepak Sirdeshmukh, PhD, is co-founder and president of Sensal Health, a digital health company based in Chapel Hill, North Carolina.
- He received his PhD in Marketing and MS in Pharmaceutical Administration from the Ohio State University, and his B Pharmacy, from Kakatiya University, India.



- Dr. Sirdeshmukh has been responsible for launching Sensal Health's patented products including MyAide™ Derm for topical dermatology treatments and the MyAide™ platform for managing complex oral regimens.
- During his earlier academic career, Dr. Sirdeshmukh published in a wide range of premier journals including the *Journal of Marketing*, *Journal of Marketing Research*, and the *Journal of Consumer Research* among others, with more than 12,000 research citations to date.
- Dr. Sirdeshmukh has delivered keynote presentations and corporate training to a variety of companies across four continents. He has served on regional boards of the American Heart Association and Child Relief and You (CRY).

PROGRAM OVERVIEW

Dr. Sirdeshmukh began the session by introducing the concept of patient compliance and adherence, explaining how non-adherence remains a major global health issue, especially in chronic diseases such as diabetes, hypertension, cardiovascular diseases, and arthritis. He discussed various case studies, highlighting key non-adherence statistics by disease condition and emphasized that polypharmacy (use of multiple medications) often leads to higher chances of non-adherence, particularly in elderly patients and clinical trials.

Sir elaborated on the problems caused by poor adherence in clinical trials and real-world settings — including reduced therapeutic outcomes, increased healthcare costs, and greater disease complications. Supporting data and visuals were shared, including research findings from Bansilal et al., 2016 (*Journal of the American College of Cardiology*), which showed how fully adherent patients had lower rates of major cardiovascular events and significant cost savings compared to non-adherent ones.

Dr. Sirdeshmukh then introduced several methods of monitoring adherence through Digital Health Technologies and AI-driven innovations. He presented his company's unique solutions - Sensal Health's MyAide Smart Dock and Smart Cap, which are designed to help patients remember and track their medication intake accurately.

MyAide Smart Dock and Smart Cap are innovative medication adherence technologies developed by Sensal Health. Sir explained that the MyAide Smart Dock is a digital pill management device that securely holds medication containers and tracks the timing and frequency of pill usage. It connects to a mobile app to send real-time reminders and adherence data to both patients and healthcare providers. The Smart Cap is a sensor-enabled bottle cap that automatically records each time the medication bottle is opened, helping to



monitor patient compliance accurately. It can alert patients about missed doses and provide feedback to doctors about medication-taking patterns.

He also shared examples of digital health apps and explained their practical applications in patient care, medication tracking, and doctor-patient communication.

Transitioning into the AI segment, he discussed how Artificial Intelligence techniques, such as Large Language Models (LLMs) and predictive algorithms, can analyze patient data to predict non-adherence patterns and provide personalized reminders. He also explained how AI, though powerful, can sometimes cause problems like data privacy concerns or algorithmic bias - but also plays a crucial role in identifying and solving these very challenges through improved system design and learning models.

Towards the end, Dr. Sirdeshmukh emphasized the integration of AI in pharmacy practice and encouraged students to stay informed about emerging technologies to better serve patients in the future. The session concluded with an engaging Question-and-Answer session, where students actively interacted with the speaker, gaining valuable insights into the real-world use of AI and digital health systems.

Overall, the seminar was highly informative and inspiring, providing students with a broader perspective on how AI and digital health innovations are reshaping the future of healthcare and enhancing patient compliance globally.

After the talk, a formal inauguration of the digital screen was held in the Auditorium. All the dignitaries present on the occasion jointly inaugurated the screen, marking a significant step towards enhancing the institution's digital infrastructure. The new screen is expected to serve as a valuable tool for academic presentations, seminars, and cultural events, enriching the overall learning and communication experience.

CONCLUSION

The session concluded with a heartfelt Vote of Thanks delivered by Dr. B. Chandrashekhar Reddy, Head of the Department of Pharmaceutics. A felicitation ceremony was held to honor the guest speaker, Dr. Deepak Sirdeshmukh, which was graciously conducted by our Chairman, Dr. B. Prabha Shankar, along with GB Members, Dr. A.V. Srikanth, Sri. Pradyumna V, B. Hanumanth Rao Hon. Secretary, Director, Dr. N. Srinivas, Principal, Dr. T. Mamatha, and Vice Principal, Dr. B. Haarika.

Dr. Chandrashekhar Reddy extended his gratitude to the Chairman, GB Members, Director, Principal, Vice Principal, faculty, non-teaching staff, all the organizers and students for their continuous support in making the event a grand success. Special appreciation was expressed to the guest speaker for his enlightening talk and to all the students for their active



SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA(CO-ED)
(Sponsored by the Exhibition Society)
UGC AUTONOMOUS INSTITUTION
Affiliated to Osmania University, Approved by PCI-New Delhi
NBA Accredited B. Pharmacy Course, Accredited A+ grade by NAAC

participation. The seminar was a resounding success, offering valuable insights into how Digital Health and Artificial Intelligence can enhance patient compliance and transform the future of healthcare.





SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA(CO-ED)
(Sponsored by the Exhibition Society)
UGC AUTONOMOUS INSTITUTION
Affiliated to Osmania University, Approved by PCI-New Delhi
NBA Accredited B. Pharmacy Course, Accredited A+ grade by NAAC





SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA(CO-ED)

(Sponsored by the Exhibition Society)

UGC AUTONOMOUS INSTITUTION

Affiliated to Osmania University, Approved by PCI-New Delhi

NBA Accredited B. Pharmacy Course, Accredited A+ grade by NAAC

