

# De-Stress RX™

Individual Strategies for Reducing Stress

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## Evidence-Based Research

**De-Stress Rx is based on original research conducted over 10 years in 5 rigorous studies involving more than 50,000 subjects. Below are summary findings and links to the journal articles.**

**1. Development of the Adherence Predictive Index™ (API™) for Medication Taking** / n = 16,726 / Conducted with the University of Minnesota College of Pharmacy / Innovations in Pharmacy / Vol. 7 / No. 1 / Article 11 / 3-25-2016

Established a statistically significant correlation between personality type and medication adherence; validated a new assessment that accurately identifies medication adherence for each patient based on their personality type, age cohort, education level, and ethnicity.

<https://pubs.lib.umn.edu/index.php/innovations/article/view/421/415>

**2. Applying Personality Type Theory to Develop Individual Wellness Plans™ (IWPs™) for Reducing Chronic Diseases** / n = 10,500 / Conducted with the University of Minnesota College of Pharmacy / Innovations in Pharmacy / Vol. 8 / No. 1 / Article 7 / 1-23-2017

Developed 16 IWPs that provide the specific strategies patients reported most likely to help them quit smoking, reduce alcohol usage, lose weight, get adequate exercise and reduce stress.

<https://pubs.lib.umn.edu/index.php/innovations/article/view/487/481>

**3. Associations Between Modifiable Health-Risk Behaviors and Personality Type** / n = 10,500 / Conducted with the University of Minnesota College of Pharmacy / Innovations in Pharmacy / Vol. 8 / No. 2 / Article 15 / 5-24-2017.

Identified the specific health risks posed by each of the 16 personality types; identified those types at greatest risk and responsible for driving a vastly disproportionate share of healthcare costs. <https://pubs.lib.umn.edu/index.php/innovations/article/view/520/514>

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**4. Patient-Provider Communication: Utility of the Preferred Communication Style Questionnaire™ (PCSQ™)** / n = 1,732 Connecticut Medicine, Vol. 83, January 2019, Number 1, Page 11.

Validated a personality type assessment that takes approximately 3.5 minutes to complete and is 90.2% accurate. The study also found that ninety-two percent of respondents reported that it would be “extremely” or “very” helpful if providers communicated in their preferred style.

[https://ctmed.csms.org/publication/?i=553312&p=3#{%22page%22:7,%22issue\\_id%22:553312}](https://ctmed.csms.org/publication/?i=553312&p=3#{%22page%22:7,%22issue_id%22:553312})

**5. The Jung/Myers Model of Personality Types as a Way to Identify individuals Most Prone to Anxiety and Depression** / n = 10,500 / Conducted with the University of Minnesota College of Pharmacy, 2019 / The Journal of Behavioral Health Services and Research.

Using the Preferred Communication Style Questionnaire (PCSQ©) and the Four-Item Patient Health Questionnaire for Anxiety and Depression (PHQ-4), findings showed that personality type was strongly associated with both anxiety and depression and that certain types were at significantly greater risk than others / 9-2-2020/ [Use of the Jung/Myers Model of Personality Types to Identify and Engage with Individuals at Greatest Risk of Experiencing Depression and Anxiety \(springer.com\)](#)