

[195] 5 GUIDING PRINCIPLES FOR SUSTAINED PATIENT ENGAGEMENT IN MEDICATION ADHERENCE

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- Medisafe is the leading medication adherence platform with over 3.5 million users and 600 million doses taken. Non-adherence places significant strain on the market, causing an annual revenue loss of \$637 billion to pharma companies globally and a death every four minutes in the US. In addition to patient solutions, Medisafe provides real-time adherence data to pharma.
- With over 3.5 million users Medisafe has a massive repository of adherence data and is able to provide real-time adherence monitoring, competitive benchmarking, and cohort-level insights for pharma brands. Currently Medisafe is partnering with several major pharma to generate revenue and expanding to work with payers and providers to increase the amount of data and patients on the platform.
- The core Medisafe technology is an AI driven app focused on engaging users to boost their adherence and get them back on track if adherence dips. This technology is unique in its ability to create highly personalized experiences for each patient. Medisafe is also the only adherence solution built for interoperability, integrating with major EHRs and pharmacies.
- Medisafe launched its commercial offering for pharma in July 2016. Since then Medisafe has begun projects with several top 20 pharma companies and recently launched a partnership with Pfizer in Peru and Chile. In February 2017, Medisafe closed its Series B with a \$14.5 million investment and opened its London office. Medisafe will continue to expand its activities in Europe.

This year Medisafe is focused on expanding its teams in the US, EU and Israel and pursuing further partnerships with pharma and payers. Integrations with providers via the Smart on FHIR protocol will continue, as will research on improved patient outcomes. Medisafe will also continue refining its patient solution to further improve adherence and expand the user base.