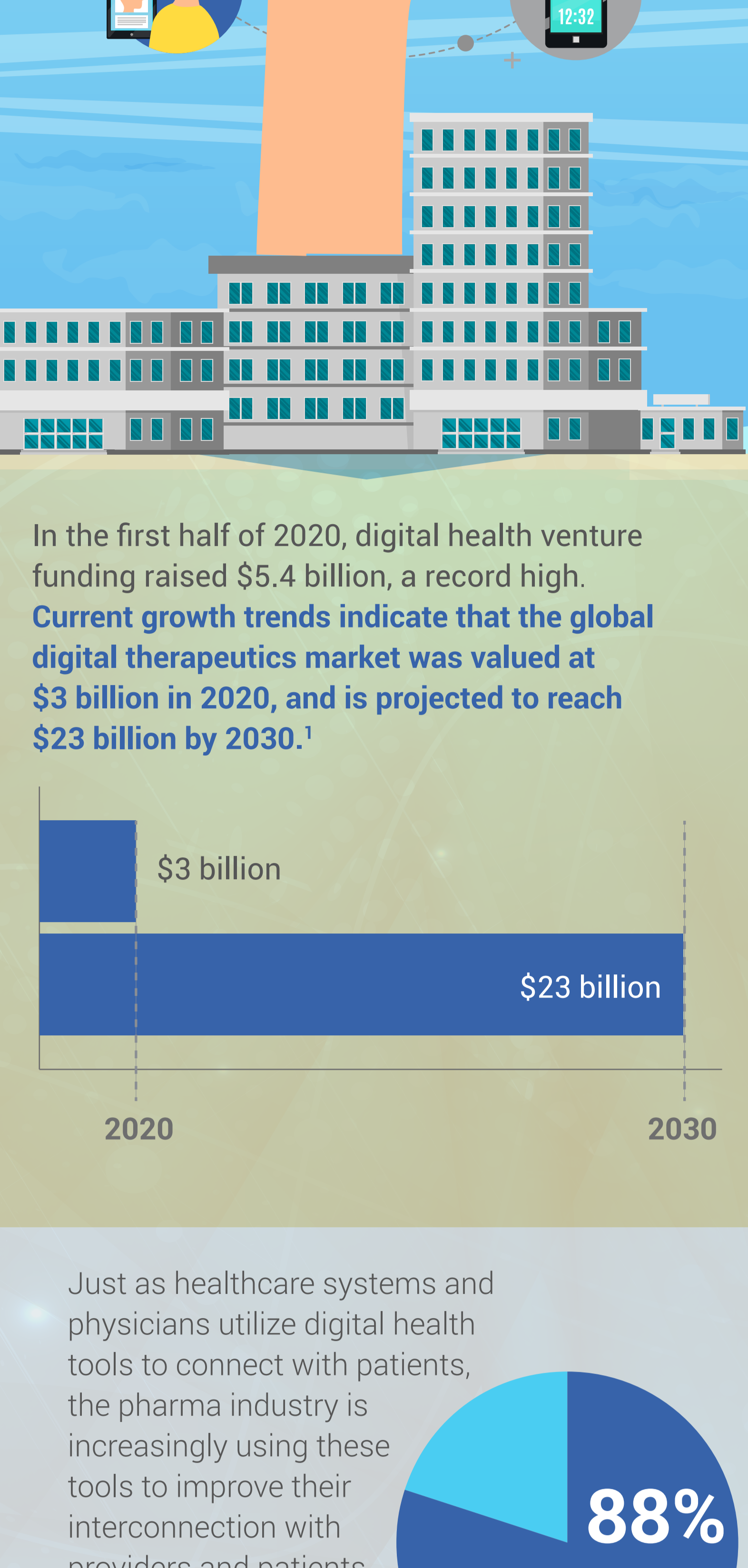


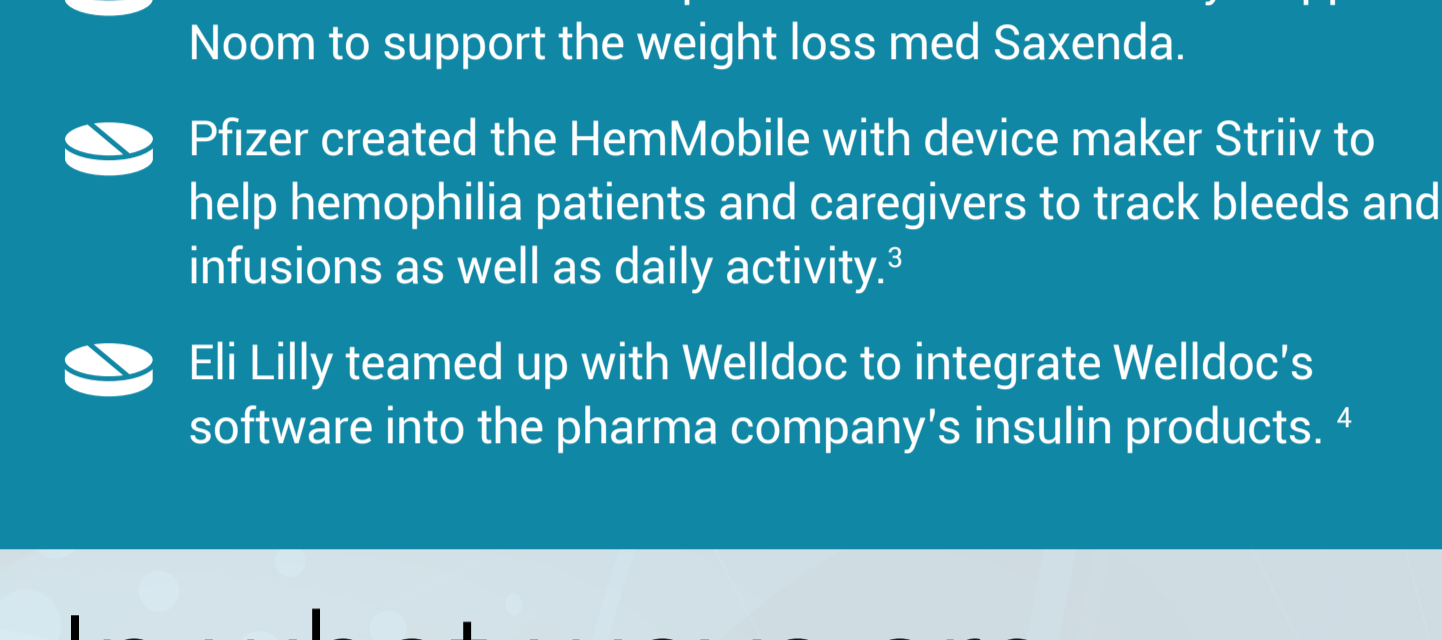
Digital health increases pharma's engagement with patients

The growth of the digital therapeutic industry

Digital health has been accelerated by daily technology consumption, the rise of COVID and the incidence of chronic diseases. Concurrently, the availability of digital health tools has expanded.

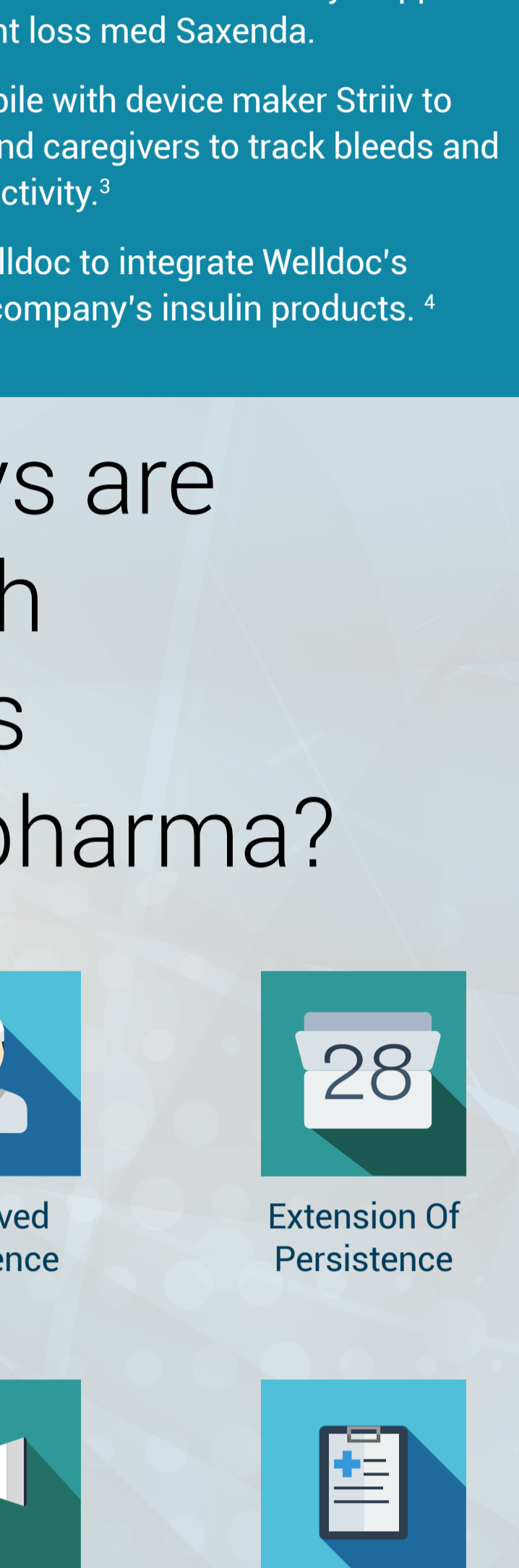


In the first half of 2020, digital health venture funding raised \$5.4 billion, a record high. **Current growth trends indicate that the global digital therapeutics market was valued at \$3 billion in 2020, and is projected to reach \$23 billion by 2030.**¹



Just as healthcare systems and physicians utilize digital health tools to connect with patients, the pharma industry is increasingly using these tools to improve their interconnection with providers and patients.

Of the 59 pharma and third-party digital health company partnerships that occurred in the last 10 years, 88% were in the past three years.²



Novo Nordisk teamed up with the diet-and-lifestyle app **Noom** to support the weight loss med **Saxenda**.

Pfizer created the **HemMobile** with device maker **Striiv** to help hemophilia patients and caregivers to track bleeds and infusions as well as daily activity.³

Eli Lilly teamed up with **WellDoc** to integrate **WellDoc's** software into the pharma company's insulin products.⁴

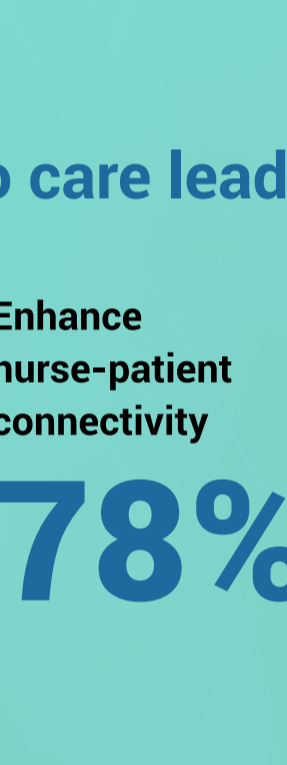
In what ways are digital health companions advancing pharma?



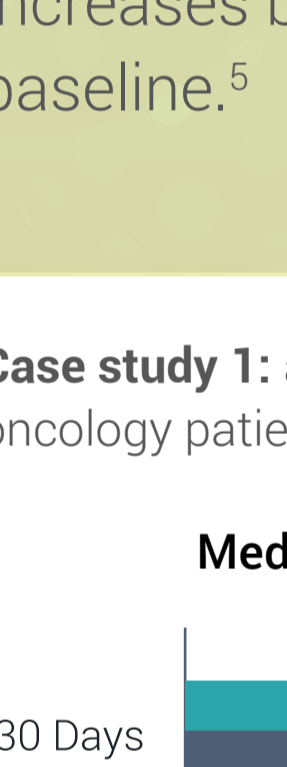
Improve First Fill Rate



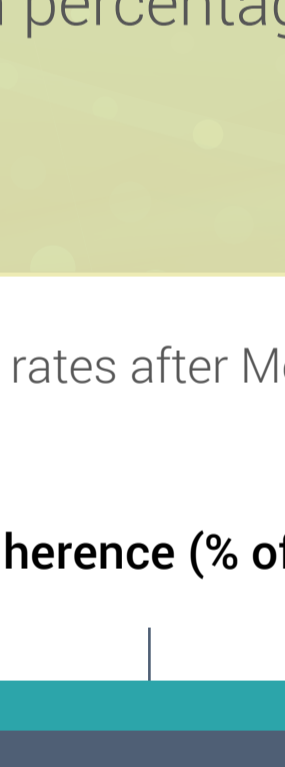
Improved Adherence



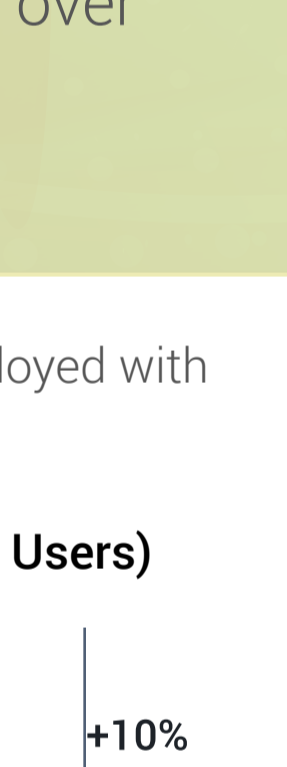
Extension Of Persistence



Care Coordination Efficiency

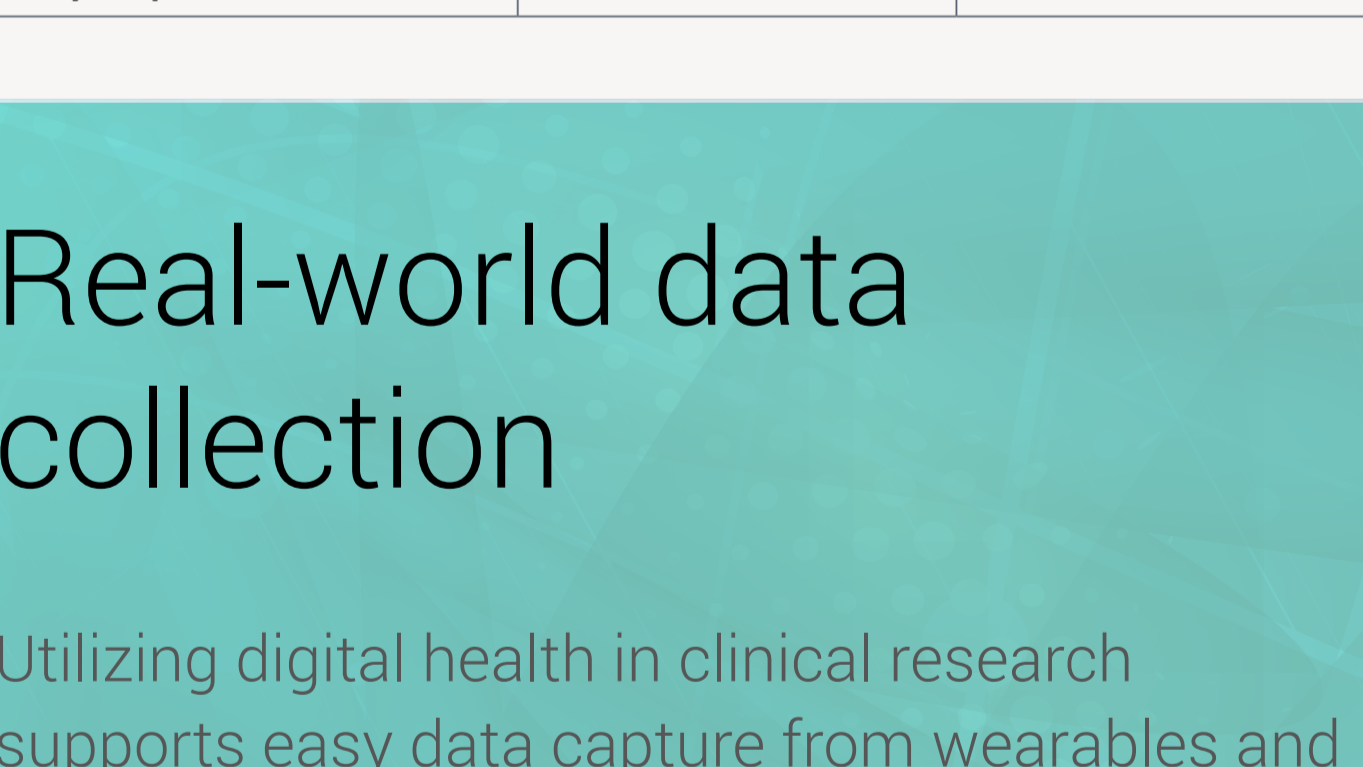


Expanded Referrals



Improve Clinical Outcomes

Digital health companions improve access to patient services, the management of treatment plans and the information transfer between stakeholders. Patients who understand why they are taking their medications, as well as how to properly dose complex medications tend to be more likely to take them and improve clinical outcomes. **Data suggests that roughly one third of patients will stop taking a medication without ever notifying their physician due to side effects.**



Digital health companions provide support for patients experiencing side effects by increasing education and communication to change patient behavior, which has been shown to improve the tolerance of short-term side effects.⁹

Adherence

A recent study found that interventions improved adherence to therapy and resulted in better clinical outcomes and quality of life for patients with psoriasis.⁷

Digital connection and integration to care leads to:



compared to programs without a digital companion⁶

First fill rate

By streamlining the process from the point of prescribing to a patient receiving a drug, and consistent communication about initiating treatment, digital health companions are improving first fill rates.⁵



Digital platforms provide insight to pharma from behavioral to data driven trends about treatment efficacy and adherence to regimens. Based on real-world Medisafe data, adherence rate for existing patients who begin using the platform increases by seven percentage points over baseline.⁵

Case study 1: adherence rates after Medisafe deployed with oncology patients

Problem: A major oral oncology brand experienced significant patient drop-off within the first three months of treatment.
Solution: Medisafe deployed a digital drug companion to support oncology patients through the first three months with interventions and education about the therapy.
Results:
 • 10% increase in adherence in 30-day and 90-day med use
 • Achieved 71% adherence within 30 days
 • Achieved 63% adherence within 90 days

Case study 2: By evaluating first fill rate and adherence, there was a calculated increase in gross revenue – 28 million.

2-Year Benefits for a Sub-Q Biologic Company With 45,000 Invited Patients		
	Total 2-year Value (in millions)	Per Patient Per Year
Direct Value		
Improved first fill rate	\$2.9 M	\$262
Improved adherence	\$7.7 M	\$696
Improved persistence	\$17.5 M	\$1,591
Subtotal Direct Value	\$28.1 M	\$2,549
Indirect Value		
More efficient care coordination (in hours)	857 saved hours	N.A.
Improved clinical outcomes	\$0.1 M	N.A.
Improved NPS/referrals	\$1.2 M	\$108
Total 2-year pharma co. value	\$29.4 M	\$2,657

Real-world data collection

Utilizing digital health in clinical research supports easy data capture from wearables and patient quality of life assessments. These data sets allow for big data analytics during active treatment periods, easy access to longitudinal data patterns, insight into the effectiveness of specific lifestyle medicine program variations, and opportunities to provide education.⁸

Patient participation in clinical trials is paramount to the progress and success of new therapeutics. Across the drug development pipeline, digital health companions can improve patient retention in trials by providing needed communication, support and information. In gathering data for phase 3 and 4 trials and real-world evidence, these tools will increasingly become a necessity to advancing therapeutics.

About Medisafe Drug companion:

The goal is making patients, physicians and pharma better connected to improve health outcomes and Medisafe is doing this by creating the leading medication engagement platform that empowers patients and caregivers to manage their treatment journey. It combines technology and behavior science to personalize the support each patient requires by integrating existing patient support programs and monitoring capabilities. Medisafe is building a future of better health.

“Digital health companions merge all healthcare stakeholders for improved healthcare. For patients, the benefits are a personalized and customizable platform that helps manage their treatment. For physicians, there is communication support with the patient and clinical data from other patients to help identify clinical needs. Payers will be more willing to approve a treatment that has patient evidence showing efficacy.”

- Omri Shor

Begin utilizing a solution that connects the healthcare ecosystem to facilitate an improvement in patient health outcomes; the collection of patient centered data; and the means by which to propel the growth in revenues and in reputation every year. Learn what could be the added value impact of digital health on your organization.

1) <https://www.alliedmarketresearch.com/press-release/digital-therapeutics-market.html>
 2) <https://www.healthwaregroup.com/blog/digital-therapeutics-and-pharma-the-evolution-of-partnerships-727>
 3) <https://www.fiercepharma.com/marketing/patients-lackluster-interest-pharma-apps-tied-to-low-awareness-and-value-says-patient>
 4) <https://www.mobihealthnews.com/news/eli-lilly-welldoc-collaborate-new-version-blustar-platform>
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 9) <https://www.colorcon.com/ventures/insights/download/4312/5008/435?method=view>