



MEMOTEXT®

Reduces medical costs and increases pharmaceutical revenues by improving medication compliance and patient adherence to treatment

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PROVIDER SOLUTIONS

PAYOR SOLUTIONS

PHARMA SOLUTIONS

PEOPLE CHANGE OVER TIME, MEMOTEXT® ADAPTS.

In 2009, MEMOTEXT® Patient Adherence Solutions deployed its first adherence program. Since then, our clinical, behavioral and technology teams have deployed more than 20 condition-specific and pharmaceutical branded adherence interventions.

THE MEMOTEXT® SOLUTION:


Over time we've built a self-learning, evidence-based system, extensive message library, interactive communications platform and dozens of success stories.

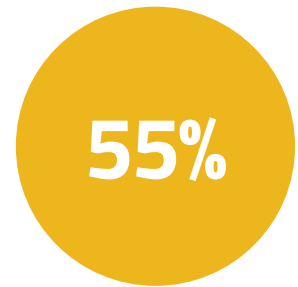
Our pharmaceutical manufacturer and pharmacy clients have experienced significant growth in pharmaceutical revenues and our

health insurance, employer, provider and PBM clients have achieved extremely significant savings in critical care and [re]hospitalization costs.

Data driven, evidence based, ROI and outcomes focused.



Average number of days patients Refill  their medication early with MEMOTEXT intervention



Up to 55% changes in Medication possession ratio (MPR)



+17% increase in patients confidence in self management



+ 88% retention rates



Our programs are based on a process of creating validated improvements in patient adherence. We provide results by delivering evidence-based, interactive, self-learning reminders, education and motivation personalized to patient needs, regimen and media choice.

An effective intervention alone is not enough to create scalable change. Your program needs to seamlessly integrate into the healthcare continuum and add value to all stakeholders. MEMOTEXT® programs are deployed in multiple clinical and commercial settings.

FOR MORE INFORMATION

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A Digital Health Intervention For Asthma Patients

Developed to:

- increase controller medication adherence
- reduce the need for rescue inhalers in asthma patients

“HealthNHand” was designed to send behavior based, daily messaging with air quality forecasts to support the health of asthma patients.

THE PROGRAM OVERVIEW



what happened next?

ENROLLMENT

PBM recruiting through www.HealthNHand.com with eligible plan members of AmerihealthDC



did it work?

INTERVENTION

Behavior based IVR (phone) SMS and email educational messaging plus air quality forecasting

50%

improvement in adherence

87.5% retention rate

PBM: PERFORMRX

THE CONDITION:

Asthma is a respiratory condition caused by the inflammation of the air passages in the lungs. There are over 300 million asthma patients globally, with 100 million new cases predicted in the next 10 years. The most effective treatment for asthma is the long term use of inhaled medication.

THE CHALLENGE:

Ensuring that patients adhere to the daily use of their inhaler. Asthma patients are also more susceptible to poor air quality and need to be informed when conditions are hazardous to them.

PBM

THE INTERVENTION:

HealthNHand® was a digital health communications platform that used SMS, e-mail, or IVR to remind patients to adhere to their medication regimen. Using patient questionnaires and responses to educational messaging, MEMOTEXT's Personologic algorithm generated a personalized program for each user. HealthNHand also sent patients daily air quality index (AQI) forecasts informing them when conditions were moderate, or worse, and provided supportive messaging. Patients could track their progress and share it with healthcare providers if they chose.

THE RESULTS:

More than half of the patients who were poor adherers before starting the program improved their controller medication adherence while enrolled in HealthNHand. There was also a significant reduction in the use of rescue inhalers. Over 80% of the patients who were high rescue inhaler users before enrolling reduced their use while participating in HealthNHand. The program had a 87.5% retention rate after 12 months.

"Implementing MEMOTEXT's program was easier than we could have imagined. The integration could not have been smoother. Our members have really responded positively to the MEMOTEXT® program."

Lauren Megargell, Director, Drug Therapy Management Programs & Outcomes, PerformRx



WATCH MEMOTEXT'S
CO-PRESENTATION WITH
PERFORMRX

WATCH THE VIDEO

MEDICAL DEVICE



A Digital Health Intervention To Help Bone Fracture Patients

- Developed to increase adherence to EXOGEN ultrasound treatments

“Exogen Connects” helps to engage health care providers and ensure patients adhere to their once a day ultrasound fracture treatments.

THE PROGRAM OVERVIEW



what happened next?

ENROLLMENT

Recruiting done through Exogen.com and enrollment via text message



did it work?

INTERVENTION

Patients sent reminder and educational messaging via IVR (Phone), SMS (Text) and Email.

Significant increases in adherence, customer satisfaction, and Healthcare Provider engagement

MEDICAL DEVICE: BIOVENTUS

THE CHALLENGE:

Engage Health Care Providers (HCP) and ensure patients adhere to their once a day schedule of using their personal low-intensity ultrasound fracture healing device.

THE SOLUTION:

A daily adaptive SMS/Email/Telephone-based notification service customized to match each patient’s individual needs and schedule.

MEDICAL DEVICE

THE RESULTS:

Increased HCP engagement, increased customer satisfaction and improved adherence to daily therapy with the EXOGEN device.

'Working with the MEMOTEXT team has been refreshing. I found that we are able to utilize their insight, knowledge and resources to truly engage patients and HCPs. The data, insights and results have been very valuable and given us direct, real-time understandings of our patients. Adherence to bone healing therapies is a critical factor in the rehabilitation process experienced by patients recovering from a bone fracture. The MEMOTEXT patient adherence platform is an important part of our product offering.'

Ashley Wohl, Group Product Manager, Bioventus

"I have received some of the most positive feedback from customers since introducing them to EXOGEN Connects. I was shocked by how interested some of my surgeons were, and I have integrated the program into my sales calls much more than I had initially expected to!"

**Smith & Nephew Sales Rep, Mid-South Region,
EXOGEN Brand Champ**

PROVIDER

A Digital Health Intervention For Glaucoma Patients

- A randomized Clinical Trial developed to increase adherence to daily Glaucoma regimens

THE PROGRAM OVERVIEW



ENROLLMENT

Recruited by clinical coordinators using Microsoft HealthVault

what happened next?



INTERVENTION

Study Participants were sent automated dosing reminders using SMS (Text Message) and IVR (Phone Message)

did it work?

31.4%

increase in adherence vs. control

PROVIDER: JOHNS HOPKINS UNIVERSITY

THE OBJECTIVE:

Ensuring patients with glaucoma adhere to their TRAVATAN® / XALATAN® medication regimen. This clinical study aimed to determine whether telecommunication-based intervention linked to a personal health record could improve adherence to glaucoma medications.

THE INTERVENTION

Subjects taking once daily eye drops were recruited from a university-based glaucoma practice. Those that agreed to participate underwent a 3 month period during which their use of eye drops was recorded electronically (MEMS, AARDEX Group).

PROVIDER

STUDY DESIGN



Subjects found to have taken less than 75% of doses correctly were randomized either to no intervention or to receiving a daily MEMOTEXT intervention. The messages were scheduled and associated with a particular medication using a Personal Health Record (PHR) established for each subject (HealthVault, Microsoft Inc.)

THE RESULTS:

The baseline adherence rates for these two groups were similar (49% and 51% respectively, $p=0.7$) Using an intention to treat analysis, the adherence rate in the control group did not change from baseline ($p=0.8$) while the intervention group improved to 67% ($p=0.002$).

THE CONCLUSION:

The combination of a PHR and telecommunication-based reminders successfully increased adherence to glaucoma medications in a group of poorly adhering patients. This patient-centric solution was well received by the majority of patients, provided significant improvements in adherence and was cost effective to run.



A Digital Health Intervention For Multiple Sclerosis Patients

Developed for Biogen Idec Canada as a solution to help increase persistence to Multiple Sclerosis medication.

Integrated with the “msAlliance” Avotalk was designed to recruit patients through nurse-led call centres and at the point of care.

THE PROGRAM OVERVIEW



ENROLLMENT

Case Manager in a nurse-led call center enrolled patients and at point of care

what happened next?
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INTERVENTION

Education and reminder intervention using adaptive IVR and SMS messaging.

did it work?
----->



Significant improvements in persistence

PHARMA: BIOGEN IDEC CANADA

THE BRAND:

Weekly Injectable AVONEX® (interferon beta-1a) is approved to treat relapsing forms of multiple sclerosis (MS) by decreasing the number of flare-ups and slowing the occurrence of the physical disability that is common in MS patients.

THE CHALLENGE:

Ensure patients taking AVONEX follow their treatment regimen, educate patients on their condition, and connect them to social/clinical support via weekly live links to a nurse educator/caseworker call center.

PHARMA

THE SOLUTION:

AVOTALK® is an Interactive Voice Responsive(IVR) and SMS text message based adherence program. Patients are recruited through the Canadian MS Alliance nurse-led call center and during introductory nurse led injection training. Administration of this program is led by a secure portal that allows nurse led-call centers to manage and monitor patient behavior on the MEMOTEXT (Avotalk – Branded) system. Patients can speak to nurse educators by simply pressing send or 0 during their reminder/education calls.

THE RESULTS:

Significant persistence improvements over the 4+ year duration of the program (confidential). 80% program retention.

“Working with MEMOTEXT over the last 3 years has shown us the benefits of scalable, effective communications with our patients. From design to execution, the team has collaborated with our stakeholders seamlessly. This compliance program continues to be an integral part of our entire process.”

**Jamie Twiselton, Sales and Marketing Director
BiogenIdec Canada**



Support and Empowerment for People with MS

AVONEX[®] PS
(interferon beta-1a)



A Pharmacy Point of Sale Digital Health Intervention

Developed to increase adherence to METFORMIN by overcoming adherence barriers.

Designed to allow Boots UK Pharmacists to enroll customers managing Type2 Diabetes at the point of purchase.

THE PROGRAM OVERVIEW



what happened next?

ENROLLMENT

Pharmacy enrolled customers at point of sale.



did it work?

INTERVENTION

Provided adaptive, evidence based depression, self-efficacy and literacy messaging via SMS and IVR



After 18 months

PHARMA: BOOTS PHARMACY

THE PROBLEM

Barriers to METFORMIN adherence include:

- Medication side-effects (including tolerability, worry about long-term effects)
- Lack of confidence that the medicine will help
- Poor understanding of the consequences of not taking the medication
- Not understanding medication-taking instructions
- Not feeling included in the decision-making/goal-making process
- Medication costs, and complex medication regimens
- Depressive symptoms

PHARMA

THE SOLUTION:

MEMOTEXT provided Boots UK with a digital communications platform utilising telephone, email, and SMS. The adherence intervention utilized self-learning algorithms to adapt to patient changes in behavior and lifestyle and educate them about their condition.

Communications were short. Patient responses were used to adapt daily message flows to individuals. The objective was to maximize relevance, enhance beliefs and ultimately change medication adherence behavior.

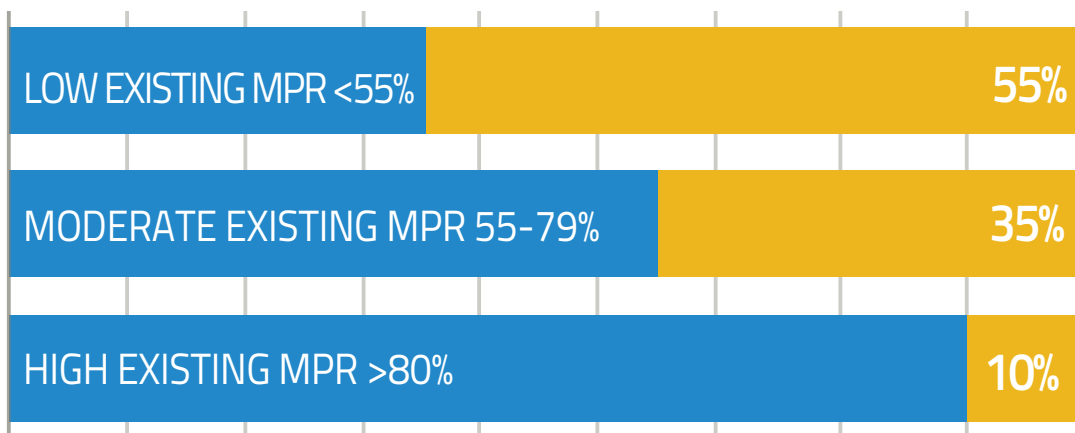
SAMPLE QUESTIONS:

- Do you ever forget to take your medications?
- When you feel better do you sometimes stop taking your medicines?
- Sometimes, if you feel worse when you take the medicine, do you stop taking it?
- What are the most common reason(s) you don't take your medication? (with pre-selected options & a frequency scale)

THE RESULTS:

The MEMOTEXT intervention showed significant improvements over an 18 month period with very strong results for patients with the lowest Medication Possession Ratios (MPR). The patients with the lowest adherence at the time of enrollment showed the most improvement. Along with a collection of qualitative outcomes, MEMOTEXT was able to significantly change medication taking and refill behavior in addition to brand/store specific loyalty. Please contact us for references and additional information.

IMPROVEMENT IN METFORMIN ADHERENCE



PAYOR



A Digital Health Intervention For Employees

Developed by Green Shield Canada as a low-cost solution to help employers keep their employees healthy.

“Stick2it” was designed to increase adherence to Hypertension and high cholesterol medication for newly prescribed members.

THE PROGRAM OVERVIEW



what happened next?

ENROLLMENT

A direct mail was sent to eligible plan members to enrolled via www.stick2it.ca



did it work?

INTERVENTION

IVR (phone) SMS and email educational messaging tailored to patients' level of intent



91.1% user retention rate

PAYOR: GREEN SHIELD CANADA

OVERVIEW

In late 2013, GSC partnered with MEMOTEXT® to develop the Stick2It program for eligible GSC plan members. The goal of the program was to offer supportive messaging and personalized reminders to improve adherence to cholesterol and hypertension medication and thereby achieve better health outcomes.

WHO WAS ELIGIBLE?

Any GSC plan member between the ages of 25 and 64, who was recently diagnosed with high cholesterol or hypertension and was just starting a new drug therapy, was eligible to register for the Stick2It program.

PAYOR

WHAT WE DID

- Participants completed an intake survey where they were asked how well they were sticking to their medication, what kinds of supportive educational messaging they would like to receive, and what factors might prevent them from adhering to their treatment.
- Based on their responses, participants received a proportional number of messages from each of these categories:
 - General information about the illness
 - Diet and exercise advice
 - Maintaining a healthy lifestyle

Participants also chose when and how they would like to receive Stick2It's medication reminders and messaging – by phone, text, or email.

THE RESULTS**PARTICIPANTS:**

- A total of 434 plan members signed up for the program
- A total of 43 cancelled, resulting in a retention rate of 91.1%

Participants were highly motivated to adhere: more than 90% planned to strictly adhere to their medication regimen at the beginning of the program.

PERSISTENCE:

- Medication persistence, i.e., the proportion of individuals who continued to take their medication during the study, was markedly different between

participants using the Stick2It Program and those who were not.

- Over a 10-month period, the Stick2It program increased persistence by 37.3% compared to a control group of individuals from the same plan member population who were taking similar medications.
- This increased persistence was also backed up by the medication dropout rate. 22.5% of control participants stopped taking their medications after their first refill, compared to only 13.5% of Stick2It participants

COMPLIANCE:

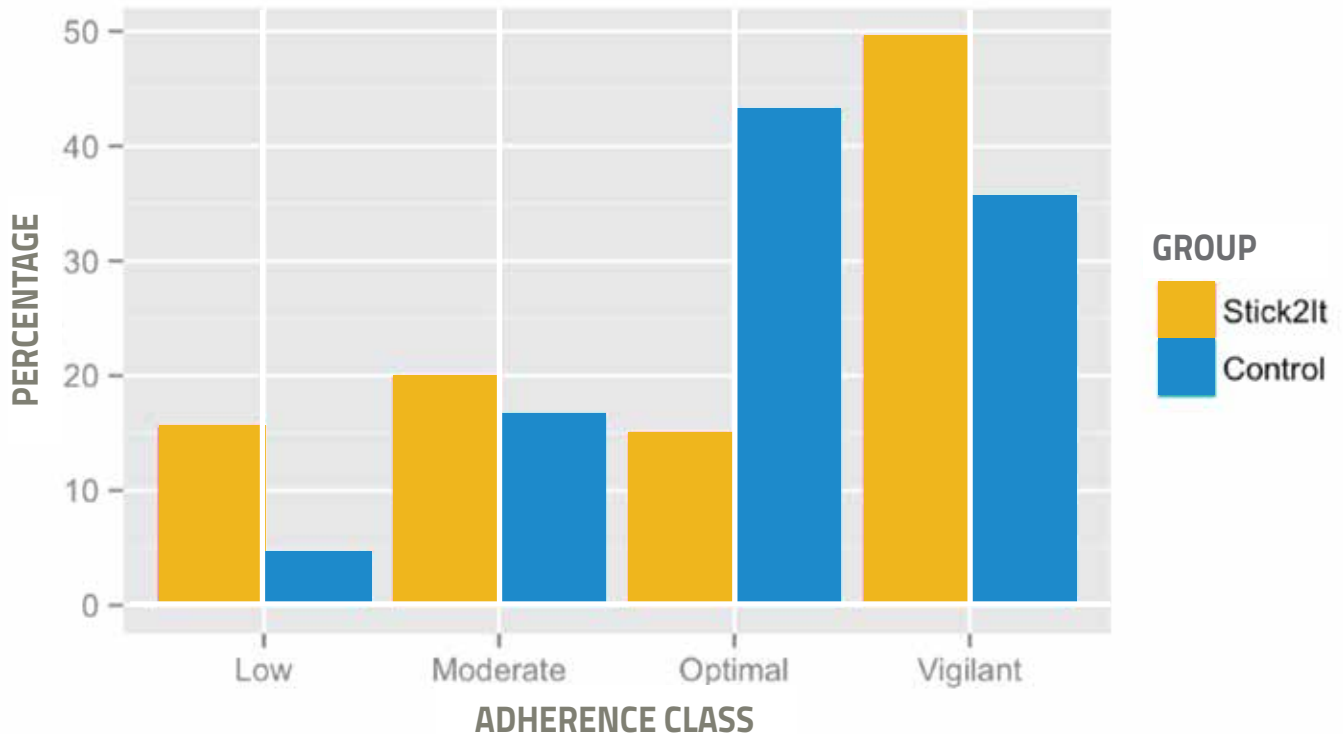
- Stick2It participants also showed great improvement in medication compliance rate, i.e., the proportion of days a participant was taking their medication during a refill interval. 49.5% of Stick2It participants were classified as “vigilant,” compared to only 35.6% of controls.
- Compliance Rate classifications for Stick2It participants versus controls is shown below. The distribution of each category suggests two important things: 1) the Stick2It program helped individuals who were in the optimal range of adherence move towards the vigilant range, and 2) the Stick2It program helped individuals who would have normally stopped taking their medications completely move into the low and moderate ranges of adherence.

stick 2 it



PAYOR: GREEN SHIELD CANADA CONT'D

COMPLIANCE RATE STICK2IT VS. CONTROL



ADHERENCE CLASS BREAKDOWN:

| | |
|-----------|--------|
| Low: | <50% |
| Moderate: | 50-79% |
| Optimal: | 80-99% |
| Vigilant: | >100% |

WHAT WE LEARNED

- Overall, the MEMOTEXT-administered Stick2It intervention provided substantial gains in medication persistence, compliance rate, and medication dropout rate.

- The program was well received, with a low cancellation rate (~10%).
- The most common reason for non-adherence to medication was forgetfulness.
- More women than men enrolled in Stick2It.
- Most participants (99%) chose to sign up online rather than via phone.
- The preferred method for the reminder messages was text, not phone or email.

