



MEMOTEXT
Digital Patient
Engagement

Validated
Personalized
Data Driven

Amos Adler M.Sc.
<https://memotext.com>

MEMOTEXT

Trusted since 2012, MEMOTEXT® is a platform for co-creation of digital patient engagement and digital therapeutics.

↑ 31.4%
Med Adherence
JAMA Published

88%
Member
Retention

50+
Digital Patient
Engagement
Programs

3.2
Avg # days
patients refill early

50%
early treatment
discontinuation

+2hr/week
Time savings per
Case Manager



MEMOTEXT co-creates data-driven, Just-in-Time-Adaptive Messaging programs for patient support, care-coordination and treatment adherence.

We partner with innovative collaborators to build, validate and co-commercialize select interventions in our [marketplace](#).

We make health data useful.



MEMOTEXT Toolkit and Marketplace

Create your solution or choose from our marketplace of validated solutions and digital therapeutics.

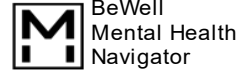
Try out the Toolkit



Visit the Marketplace



Vanderbilt Univ. Medical Center: Accessible SMS T2 Diabetes Wellness, Care Coord + Med Adherence



CAMH : Mental Health Engagement Enhancement & Navigation



CAMH-MEMOTEXT JV Digital Therapeutic App & Clinical Portal for **Severe Mental Illness (SMI)**



Peri-natal & early parenting SMS evidence-based education & support with Univ. of British Columbia



SE Health Aging at Home - Amazon Alexa & IVR Check-ins for Seniors - Call Center Escalations



SMS Text Chatbot for Type1 Diabetes built with The Hospital for Sick Children (**SickKids Toronto**)



Innovators build, validate and (co)commercialize with MEMOTEXT.

BUILD >> VALIDATE



COMMERCIALIZE





Clinical Use Cases

Care Coordination



Integrated appointment reminders, escalations, patient-self-scheduling

Patient Education & Support



Just-In-Time-Adaptive Interventions (JITAs) tailoring evidence-based content to the N of 1

Behavioral Health



Step-Care Enablement, Mental Health Navigation, Severe Mental Illness, OUD

Adherence

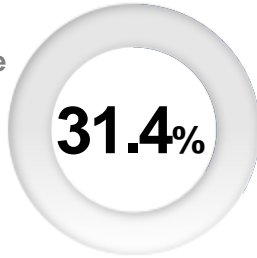


Treatment initiation, persistence, early discontinuation prevention, switch risk detection



Clinically Validated

Improvement in patient adherence to medication therapy
Johns Hopkins University
Glaucoma randomized clinical trial



\$22:1

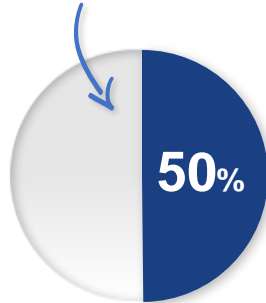
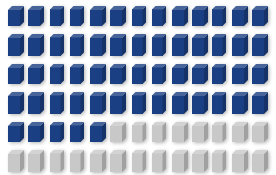
Demonstrated ROI
Improvements in pharmaceutical adherence for manufacturers

+40000/day

PROACTIVE COVID-19 SMS & IVR Homecare & Schools

80%

would recommend MEMOTEXT interventions to other patients



Reduction in treatment discontinuation

Statin and hypertension medication initiation with health insurer



-2hrs/week

Reduction in Case Manager time Care Coordination

+40%

Response Rate on SMS Wellness Messages
*SMS wellness sent through Be SaskWell Program



55%

Increase Medication Possession Ratio (MPR)
T2 Diabetes Monotherapy

86%

Engagement on SMS Mental Health Check-ins for HCP*
*SMS sent through CalmDoc Program



MEMOTEXT Toolkit Overview

Flexible components, for recruitment, engagement tailoring and data collection.

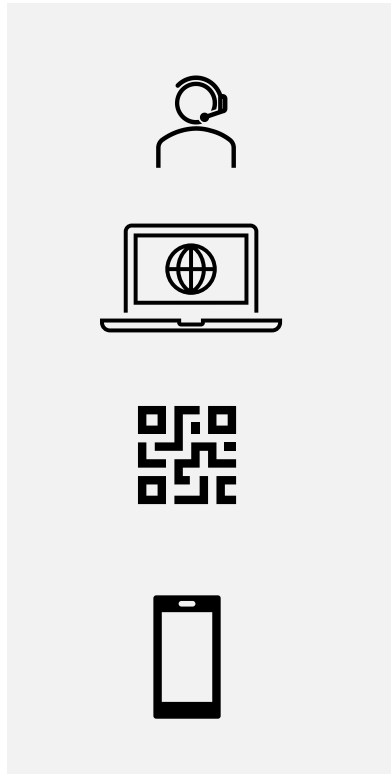
Enrollment/Eligibility



Recruitment



Intervention



PHIPA Data Collection



Stock Portals, Dashboards



Conversational /LLM Chat



Just-in-Time-Adaptive Messaging



Claims/Wearable/Data Integration



Hosted CR/PSP chat





Flexible enrollment collaboration and integrations

Schedule Messages

You can update your numbers or change your scheduled messages anytime.

What days do you wish to receive this message?

Everyday Mon Tue Wed Thurs Fri Sat Sun

What time should we send message?

How would you like us to communicate with you?

Getting to Know You

How important do you think your medication is for managing your condition?

On a scale from 1-9, where 1 is not at all and 9 is very much.

0 1 2 3 4 5 6 7 8 9

Based on other medications you have to take regularly in the past, what best describes that experience?

I missed a dose a few times/weeks
 I missed a dose maybe once/week
 I rarely miss a dose maybe 2 times/month
 I never miss any doses

On a scale of 1 to 9, where 1 is very little and 9 is very much, how does your condition impact your:

Work Life: 3

Home Life: 4

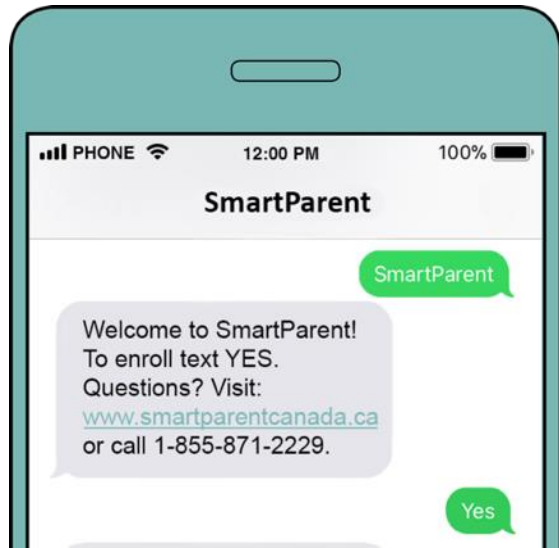
Work Life: 3

Home Life: 4

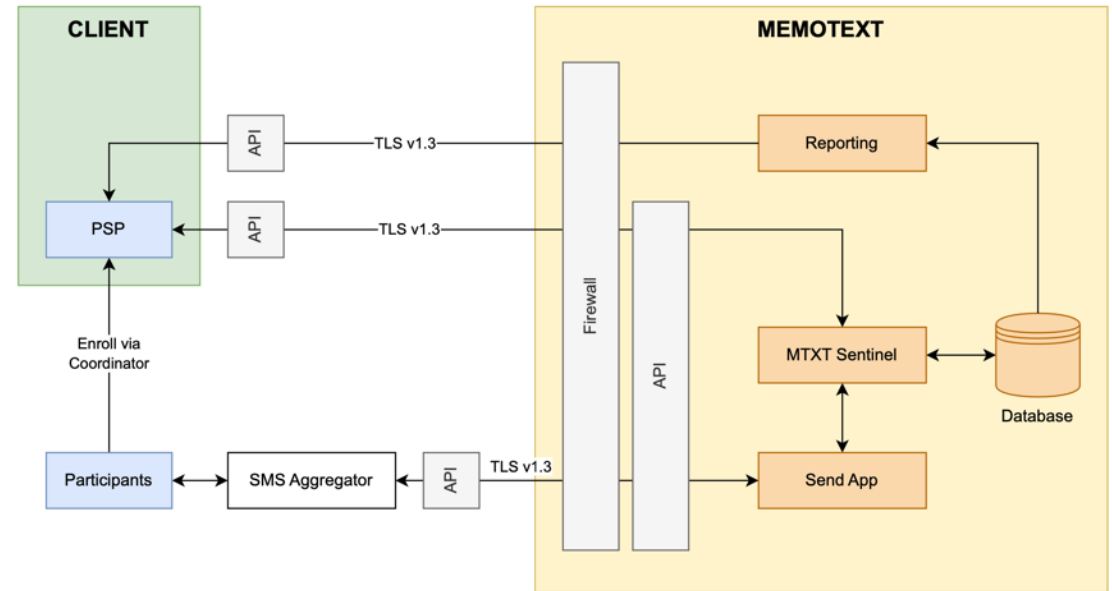
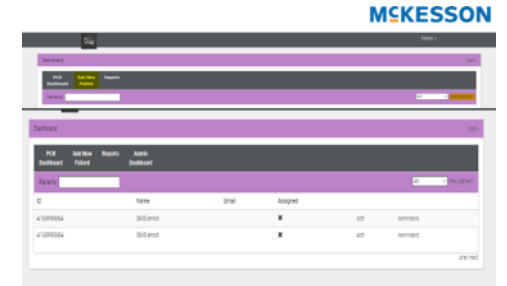
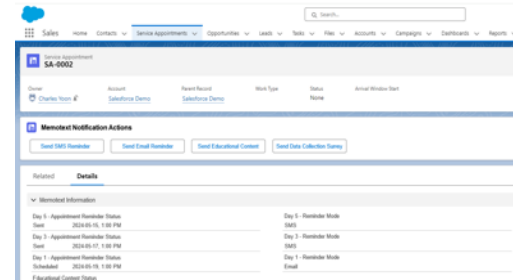
1 Embed in DTC or at point of care.



2 Text-to-enroll:
Text keyword ProgramName to the phone number XXXYY



3 CRM API





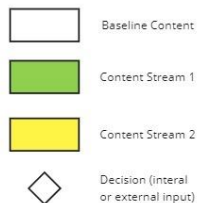
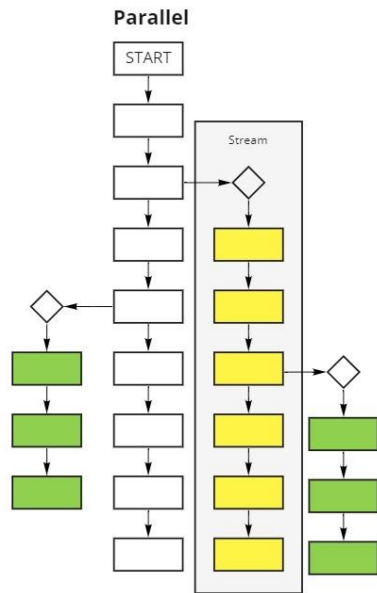
Dynamic / Adaptive Messaging and AI

Select method of delivery of content



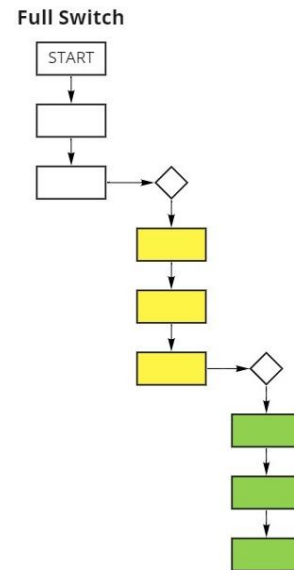
Parallel Content

- Ability to display multiple streams at the same time



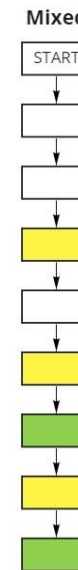
Full Switch

- Ability to switch from one stream to the next



Mixed

- Ability to add in multiple streams at the same time





Example messaging flow

Traceable logic and flexibility



Intake Assessment / Screening – Card Initiated

Personalize

Resource Matching

Triage and matched based on user intake questionnaire and screener.

Looking to chat about how you're feeling? Woebot, uses techniques to help you think through situations with step-by-step guidance. Click to download the app: mtxt.io/3xkuy

Recommend and Update

General Wellness Resources

SMS general wellness tips and resources.

Are you working from home as a result of COVID-19? Would you like some tips on how to manage your mental health while working? Reply "YES" or "NO"

Monitoring and Resources

During the past 12 months, have you spoken to anyone about your mental health, emotions, or well-being? Reply with "YES" or "NO".

Wellness Check-ins

SMS wellness check-ins to help monitor trends and progress.

How often did you feel happy in the last week?

Routine Mental Health Screening Questionnaire

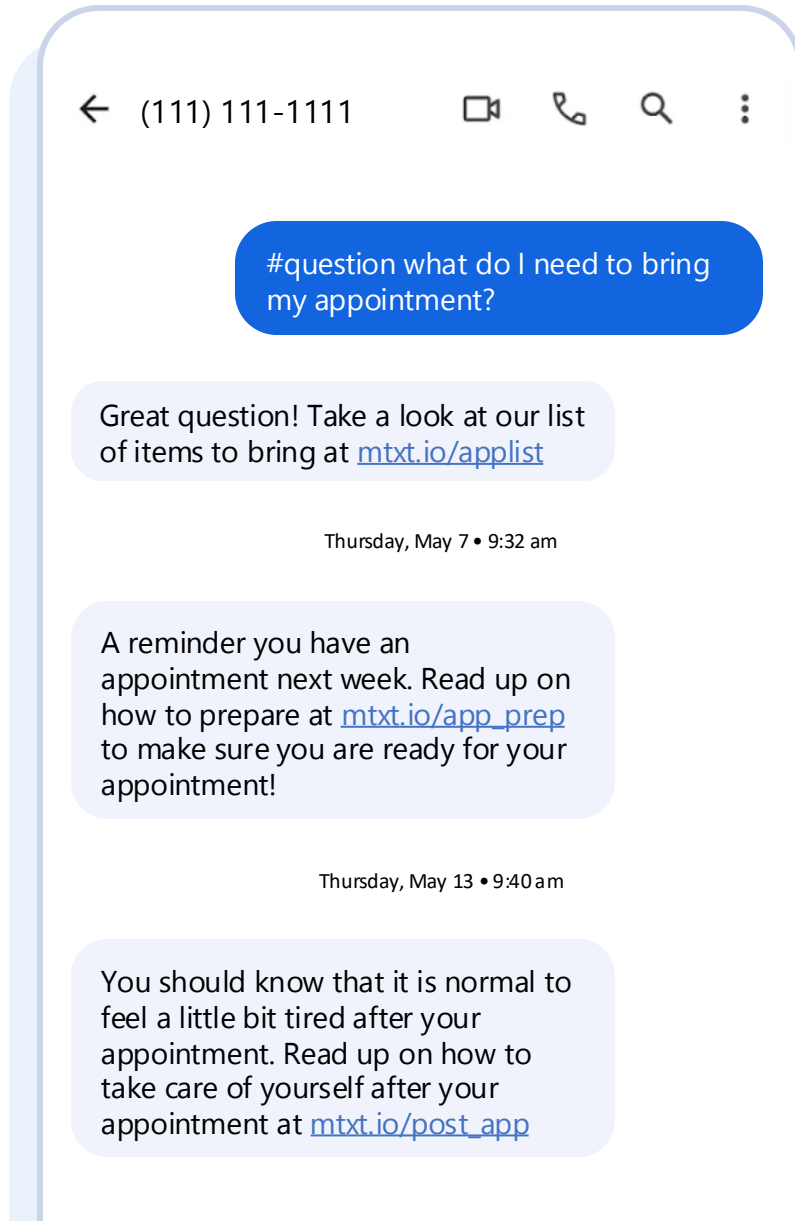


Demo



Content Workflow Integration / Participant FAQs

Provide timely information before and after an appointment to enable better preparation and recovery.



2

Answer Patient's FAQs

Ability to address commonly asked questions using keywords and provide pre-programmed responses.

3

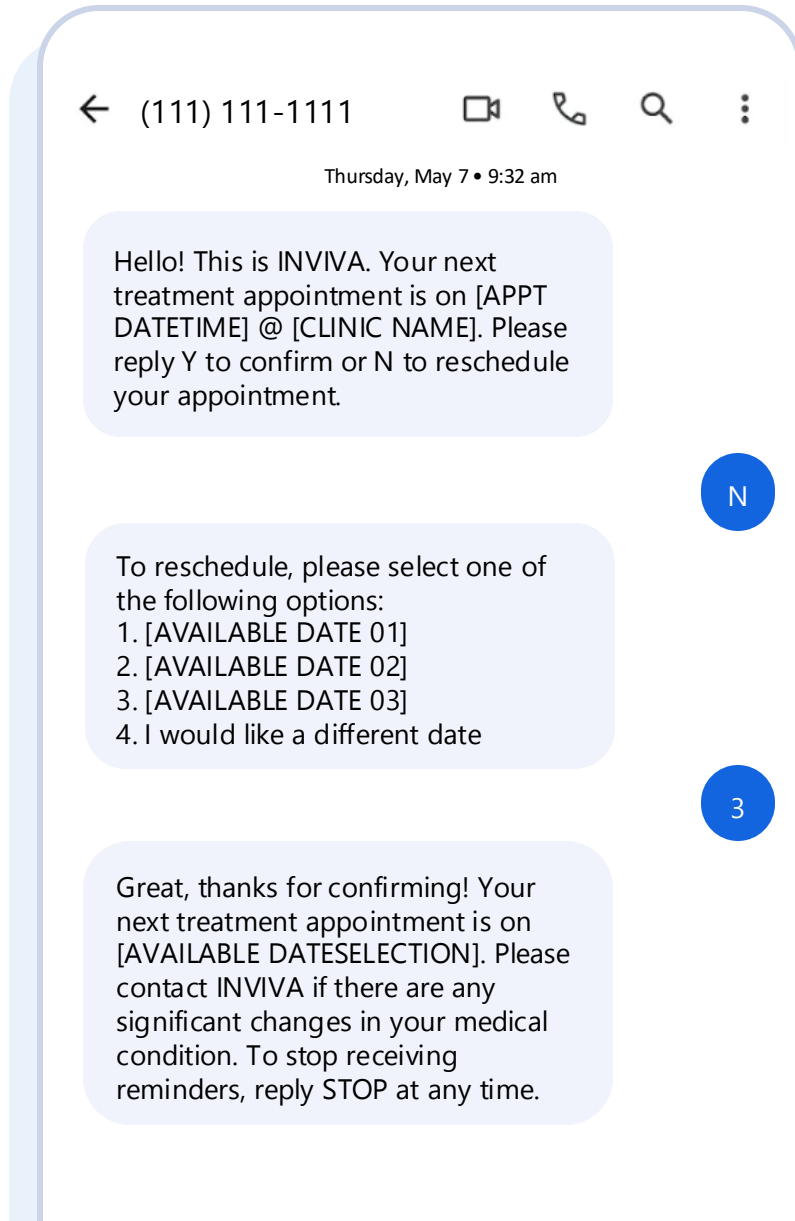
Simplify Patient Informational Materials

Schedule text messages to automatically provide relevant information and materials as needed based on condition/program.



Dynamic SMS Data Presentation (Care Coordination Example)

Memotext can integrate with the PCC appointment calendar to offer the next 3 available appointment dates dynamically.



1

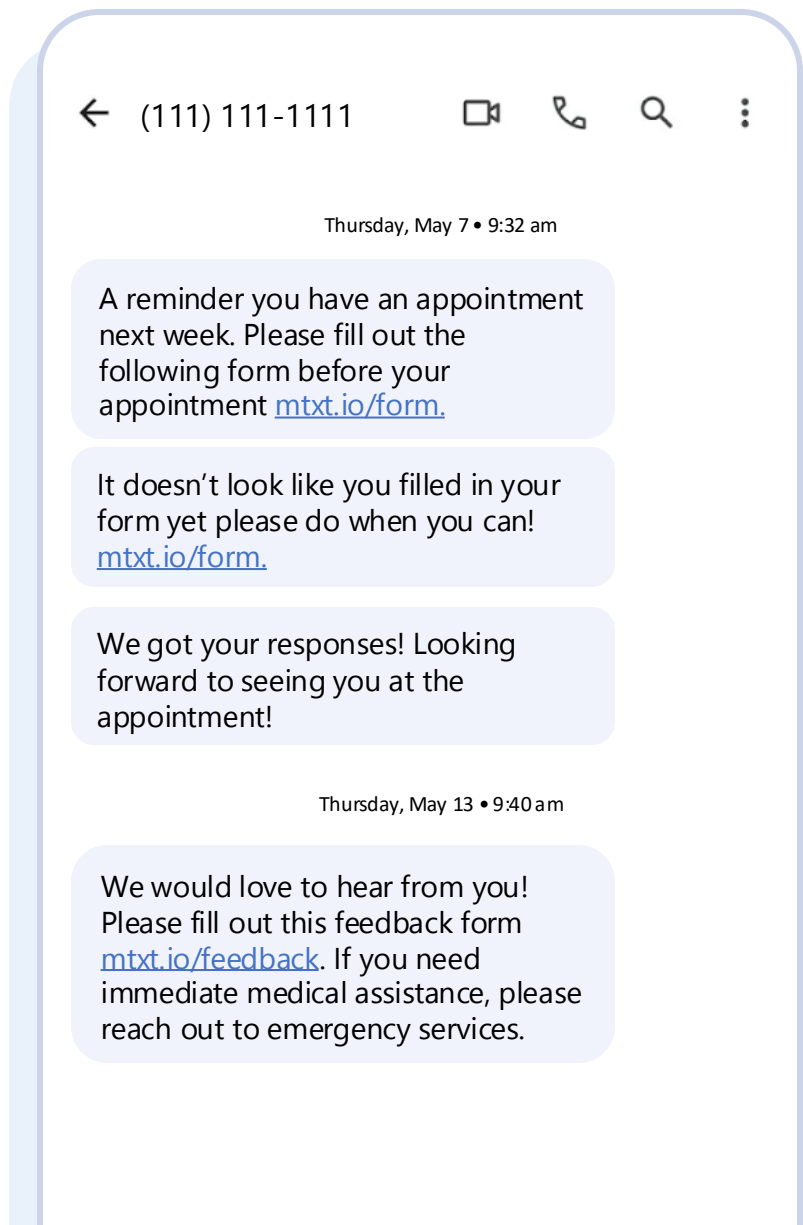
Personalization through Dynamic Data Pull from

Dynamically display the next 3 available appointment dates based on a defined PCC calendar.



Augment Workflow with Data Collection

Provide patients with pre-appointment check-ins and collect data prior to appointment.



4

Collect Relevant Patient Data

Collect patient data push to CRM and/or via email, report.

Ability to customize reminders and SMS confirmation of form submission.



Survey Builder – Secure PHI Data Collection Tool

Secure data collection tool hosted by Memotext.



Welcome to the INVIVA COVID-19 Screening Tool. This tool will help you assess your risk for COVID-19 by answering the following 5 questions. Your risk level will be provided at the end.

Statement of Consent

As a result of the exceptional current situation, and to prioritize the health and safety of our employees, patients and the entire community in which we operate, we ask that you complete a brief survey which will rate your individual COVID-19 risk level. This survey must be completed and submitted prior to your INVIVA appointment in order to confirm your INVIVA appointment. By pressing "Start" below, you consent to the collection, use and disclosure of your personal information, including your personal health information, by Memotext and Inviva. In addition, the results of the survey may be used in decisions regarding the services you receive at INVIVA. If you do not consent, or if you have any questions about INVIVA's privacy policies and practices, please contact INVIVA. The privacy and security of email and text communication cannot be guaranteed. Once received your information is handled securely.

This screening is for INVIVA operational purposes only, and does not constitute a medical opinion.

Start

0% completed

Collect Relevant Patient Data

- Advanced Logic (Branching) Capabilities
- API for external data collection, wearables, CRM
- Private cloud, US & Canada Infrastructures
- Various data formats and form validation



Advanced SMS and Chatbot Features in Clinical Trials

Non-LLM chatbot

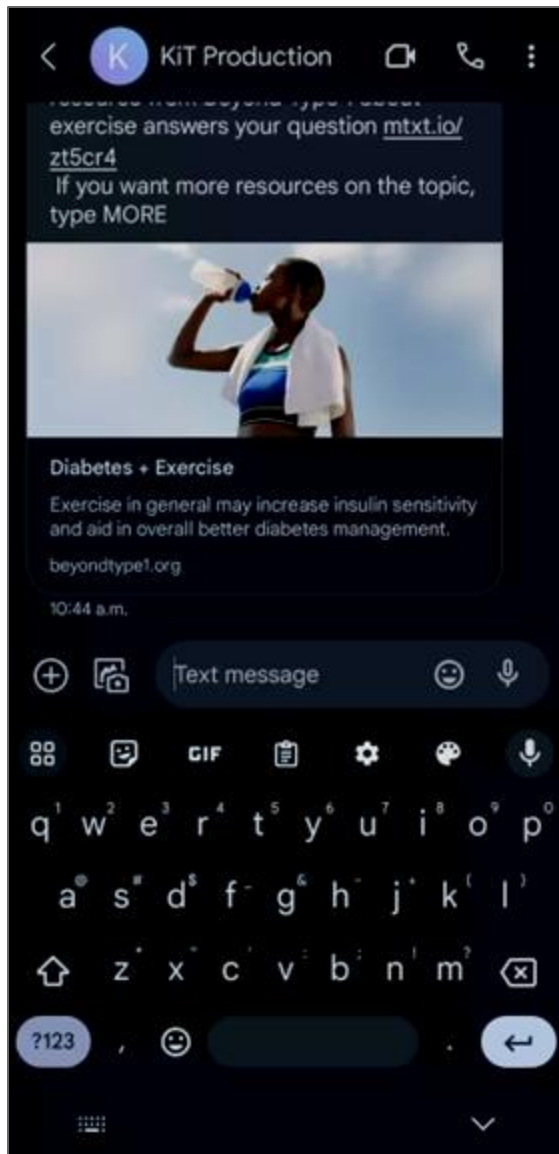


KiT - Keeping in Touch

Care coordination and educational text messaging program for youth diabetes management.

Rules/Intent Based (non LLM)

Appointment setup using SMS prompt bot with appointment data collection using secure survey.

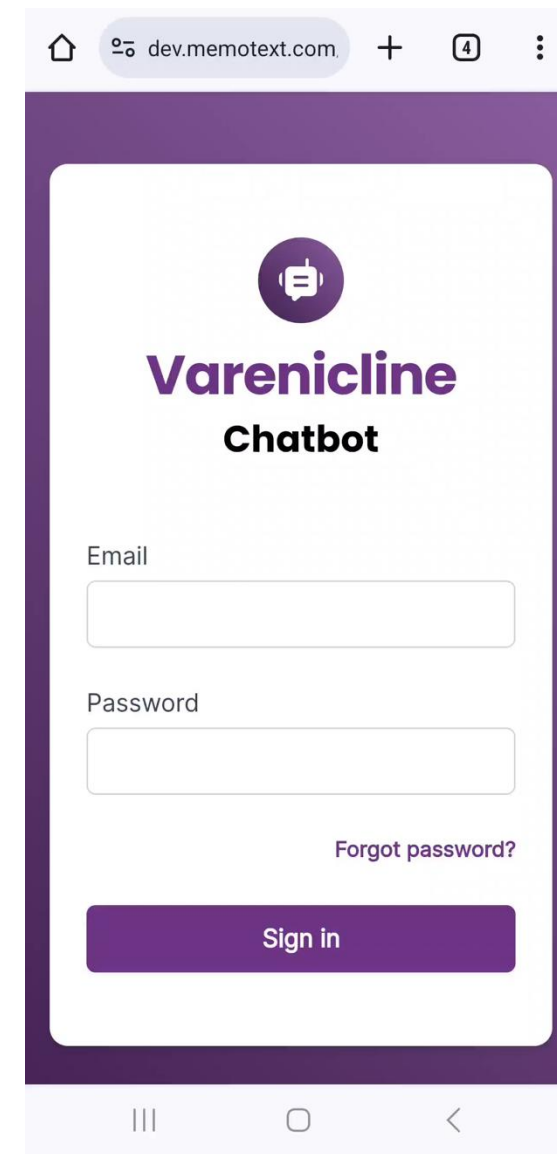


Varenicline Chatbot

Smoking cessation chatbot to help accompany varenicline medication.

Web-App Rules Based Chatbot

Advanced chatbot interactions and guided questions + data collection directly in the chatbot.





Secure Hosted Virtual Chat

Secure/Private Cloud Hosted Mobile Aware Web Chat with advance agent/participant/patient functionality



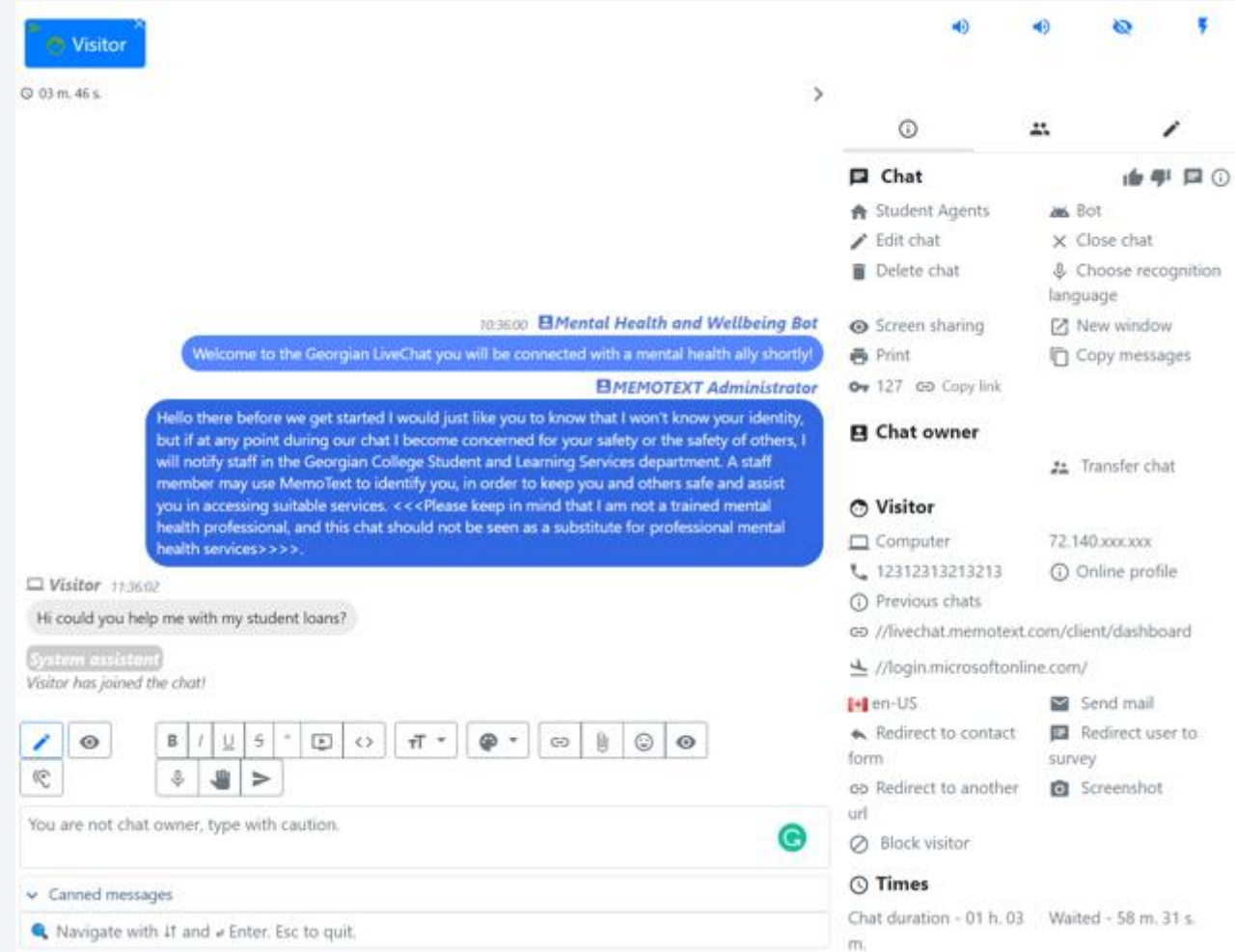
End chat

Welcome to the Georgian LiveChat you will be connected with a mental health ally shortly!

Hello there before we get started I would just like you to know that I won't know your identity, but if at any point during our chat I become concerned for your safety or the safety of others, I will notify staff in the Georgian College Student and Learning Services department. A staff member may use MemoText to identify you, in order to keep you and others safe and assist you in accessing suitable services. <<<Please keep in mind that I am not a trained mental health professional, and this chat should not be seen as a substitute for professional mental health services>>>>.

Hi could you help me with my student loans?

Your message...



Visitor

03 m. 46 s.

10:36:00 Mental Health and Wellbeing Bot
Welcome to the Georgian LiveChat you will be connected with a mental health ally shortly!

MEMOTEXT Administrator
Hello there before we get started I would just like you to know that I won't know your identity, but if at any point during our chat I become concerned for your safety or the safety of others, I will notify staff in the Georgian College Student and Learning Services department. A staff member may use MemoText to identify you, in order to keep you and others safe and assist you in accessing suitable services. <<<Please keep in mind that I am not a trained mental health professional, and this chat should not be seen as a substitute for professional mental health services>>>>.

Visitor 11:36:02
Hi could you help me with my student loans?

System assistant
Visitor has joined the chat!

You are not chat owner, type with caution.

Canned messages
Navigate with ↑ and ↵ Enter. Esc to quit.

Chat duration - 01 h. 03 m. Waited - 58 m. 31 s.



Demo



MEMOTEXT Tailored Programs: Adherence, Care Coordination

MEMOTEXT

Johns Hopkins Randomized Clinic Trial (Ophthalmology)



Research

Original Investigation

Automated Telecommunication-Based Reminders and Adherence With Once-Daily Glaucoma Medication Dosing The Automated Dosing Reminder Study

Michael V. Boland, MD, PhD; Dolly S. Chang, MD, PhD; Travis Frazier, MD; Ryan Plyler, BS; Joan L. Jefferys, ScM; David S. Friedman, MD, MPH, PhD

	<u>Initial</u>	<u>Final</u>
Control	49%	50%
Intervention	51%	67%



Home
Medications
Reminders
Administrative
Sign Out

AAA AAA

Select Medication to add Reminder for:
Xalatan

Add reminders below:
[Add another](#) [Remove a reminder](#)

Phone: 555-867-5309
Repeat: Daily
Reminder time: 8:00 PM
Message Type: Voice
Add Reminders

6 Month
Intervention and
Control MemsCap
monitoring

31.4%
Med Adherence
JAMA Published

JAMA Ophthalmology



MEMOTEXT

Statin Treatment Initiation and Persistence



Intervention

SUPD & Statin Initiation

Overview

- Cohort specific content
- Care Coordination, Education, Health Promo Intent-to-adhere Diabetes wellness, support
- Evidence-based algorithm

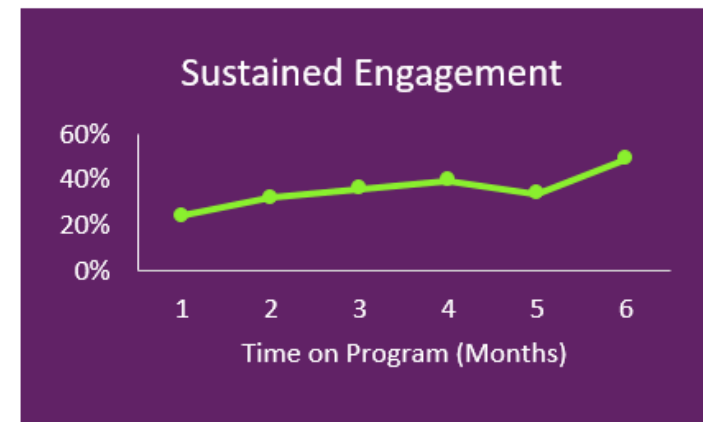
Results/Publications

- Reduced 'one-and-done' population ↓ by 50%
- ↑ persistence by 37.3% vs. control.
- 49.5% of participants: "vigilant" vs 35.6% of control (PDC)



83%
retention rate

54%
trivia engagement



Pharmaceutical Manufacture Branded Adherence & Support

- Cystic Fibrosis automated, adaptive, adherence & patient support program
- Confidential adherence results
- Significant qualitative, mood, literacy improvements.

80% would recommend and >65% found information highly relevant.



MEMOTEXT

Pharmacy Enrolled Diabetes Medication Adherence



Walgreens Boots Alliance

POS Enrolled - Adaptive Texting & IVR Adherence

- Behavioral, literacy assessment and claims data driven engagement
- Literacy, mood/depression personalization algorithm
- Pharmacyenrolled
- Virtual character driven

Adherence improvements +55% improvements vs. historical

Improved same store loyalty + patients filled on avg 3.2 days earlier

3.2

Earlier Refills
compared to
historical

88%

Retention
10months

55%

Increases in
Metformin
Adherence

MEMOTEXT

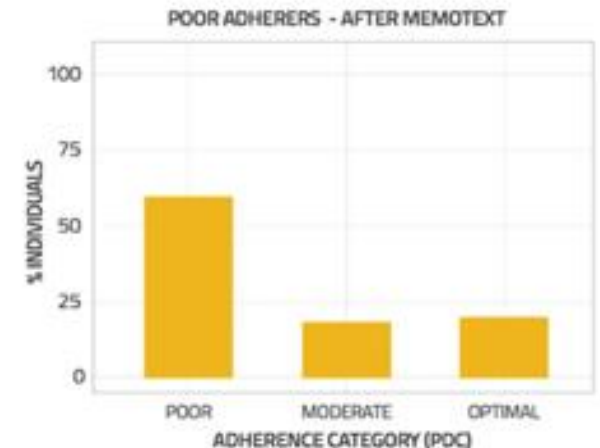
PERFORM_{Rx}

Pharmacy Benefit Management: Treatment Adherence & Air Quality Data Integration

Asthma Controller Adherence

- Eligibility based on claims data
- Evidence-based, interactive, self-learning reminders, education and motivation personalized to patient needs.
- Daily AQI forecasting to encourage engagement
- **Conversion of 40% of low >> moderate/optimal >.7 and significant reduction in rescue inhaler**

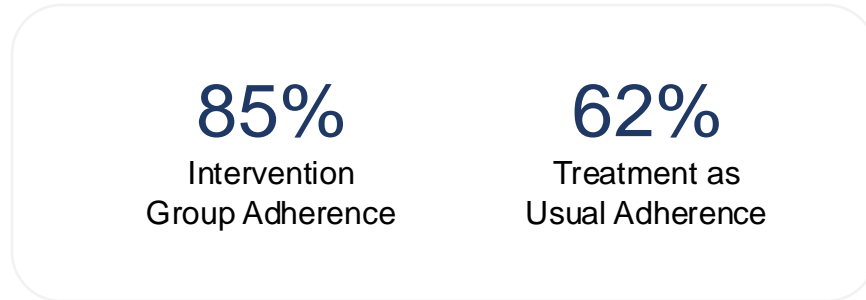
Presented at  | **medicine**  



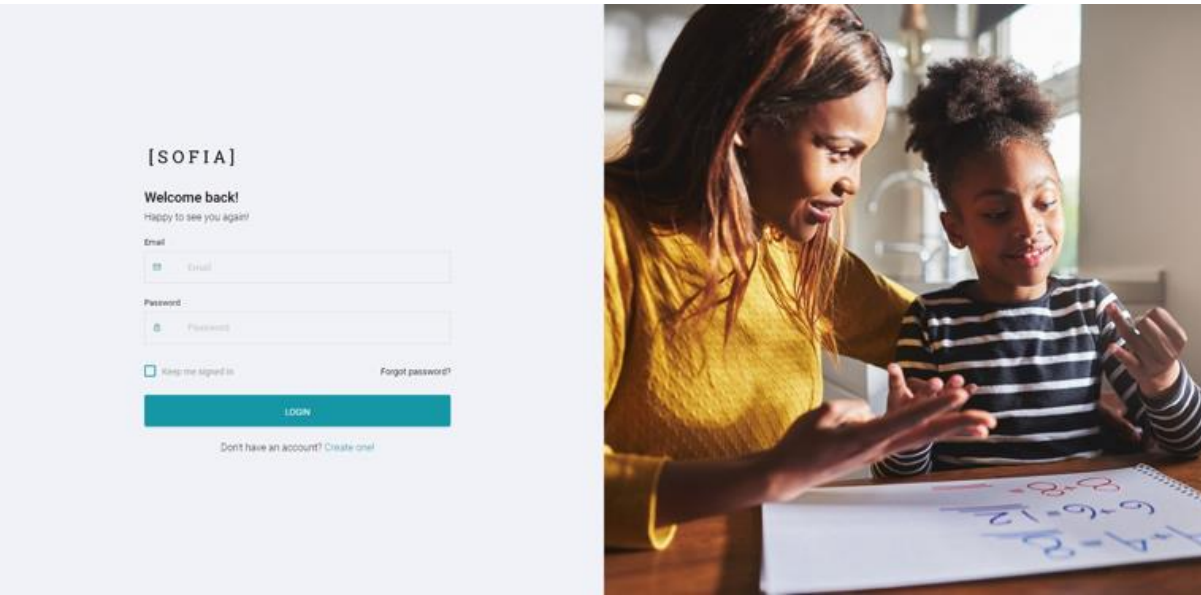
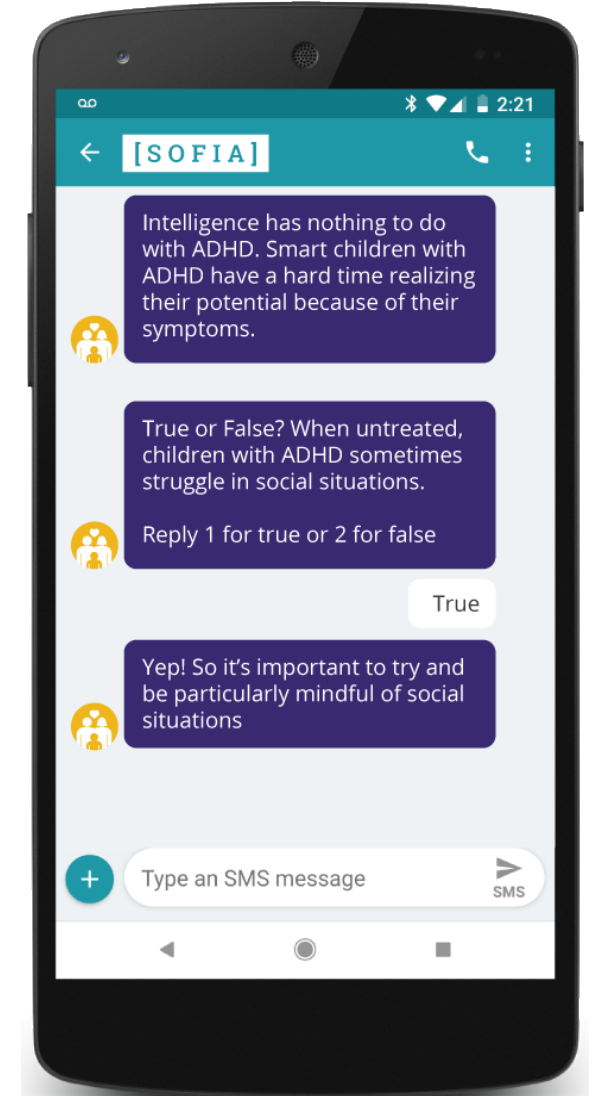
MEMOTEXT

Clinical Trial Enrollment, Adherence, Engagement Pediatric ADHD

- Adaptive SMS engagement for parents of pediatric ADHD population
- Interactive, evidence-based support, education and adherence
- Messaging adapts based on previous user response to literacy and behavior-based messaging.



Sage Journals 



MEMOTEXT

Voice Assistant & Interactive Voice Response Wellness & Adherence



+40000_{/daily}

01



Personalized Multi-Modal Alert Setup

Caregiver sets up reminders, wellness checks and times.

02



Voice Check-Ins & Reminders

Wellness check-ins prolonging independence + medication and event reminders.

03



Caregiver Notifications

Caregiver is updated with event updates and notifications sent directly to their mobile device so they are always in the loop

04

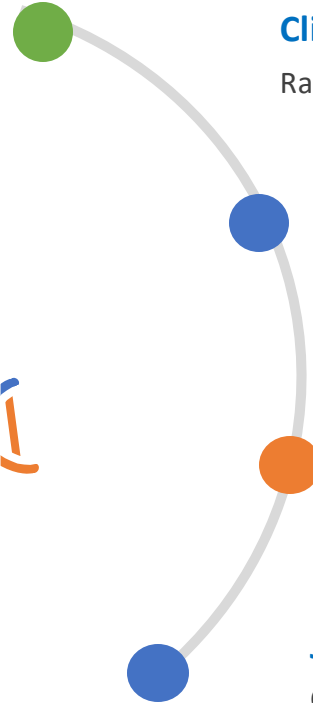
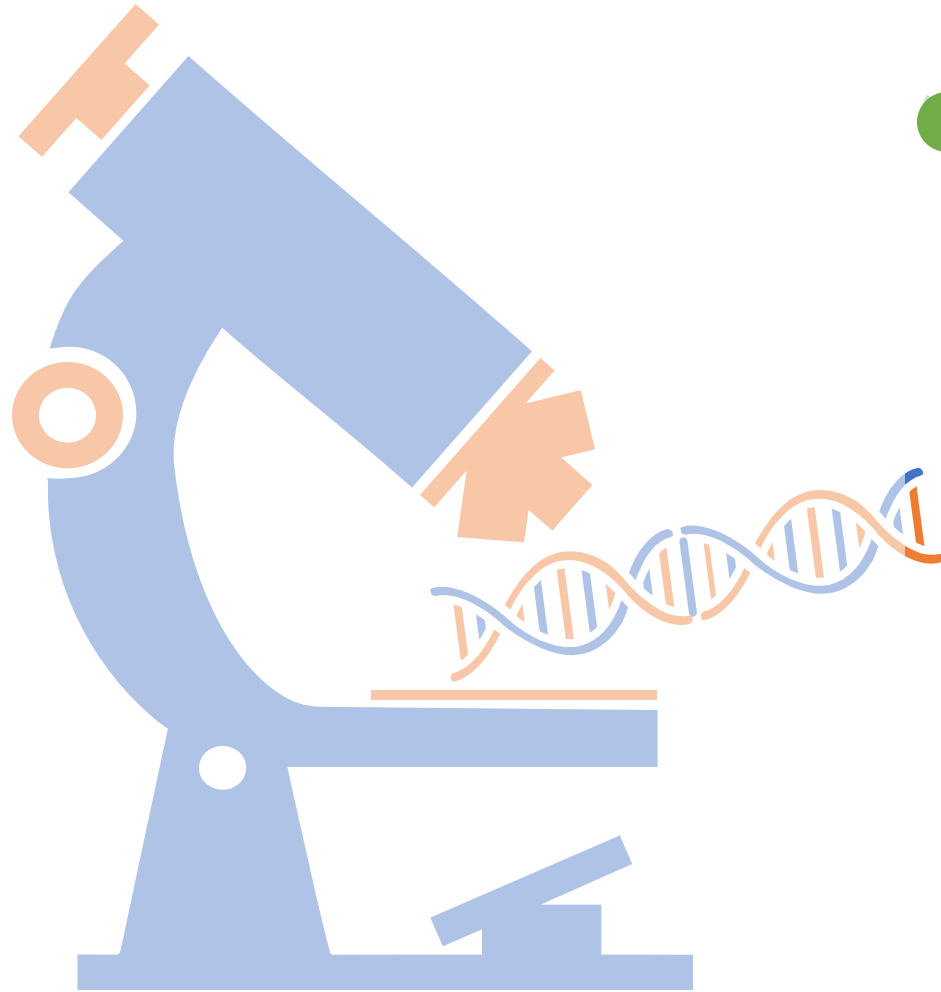


Live nurse support and in-home care visits

Remote nurse calls and home visit dispatching when required, for increased peace of mind at home.



MEMOTEXT Spectrum of Collaborations



Client-Vendor Relationship

Rapid pilot program development



Revenue Share

Co-created interventions and analytics



In-Licensing

Licensed-in content and personalization algorithms



Joint Venture

Co-commercialization for sustainable innovations and scaled growth potential.



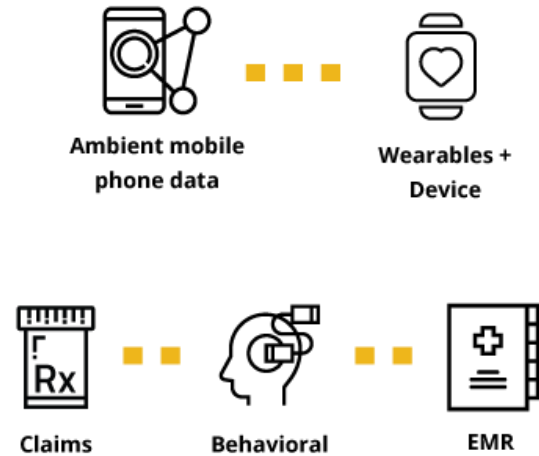
Data & Evidence Driven



Multi-Channel Communications



Actioning Critical Health Data



Relevant Across Multiple Healthcare Stakeholders



Thank you !!
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