

MEMOTEXT

Outcomes First

Digital Patient Engagement

Validated

Data Driven

Personalized



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<https://memotext.com>

MEMOTEXT

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

↑ 31.4%

Validated Adherence

21

Peer Reviewed Publications

70+

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](#).

Our Mission: We make health data useful.



Toolkit and Marketplace

Co-create with us or choose from our marketplace of validated digital health engagement.



Vanderbilt Univ. Medical Center: 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

The image displays a grid of logos for various academic and healthcare institutions, organized into two main columns: 'BUILD >> VALIDATE' and 'COMMERCIALIZE'. The logos include:

- BUILD >> VALIDATE:** camh (mental health is health), PARTNERS HEALTHCARE, UNIVERSITY OF SASKATCHEWAN, MASSACHUSETTS GENERAL HOSPITAL (MGH), Johns Hopkins University, UBC, NYU Langone Health, VANDERBILT UNIVERSITY, THE OHIO STATE UNIVERSITY, NSU NOVA SOUTHEASTERN UNIVERSITY College of Pharmacy, UC San Diego, OHSU, and fhi360 (THE SCIENCE OF IMPROVING LIVES).
- COMMERCIALIZE:** havas, McKESSON Canada, Humana, AmeriHealth. DISTRICT OF COLUMBIA, camh (mental health is health), GreenShield™, GreenShield™, biogen idec, PERFORMRx, Genentech (A Member of the Roche Group), LMC Healthcare, NOVARTIS, Allergan, LEO, fraserhealth (Better health. Best in health care.), Interior Health (Every person matters), GreenShield™, BRITISH COLUMBIA, northern health (the northern way of caring), and First Nations Health Authority (Health through wellness).



Clinical Use Cases



Care Coordination

Integrated appointment reminders, patient-self-scheduling, pre-appointment data collection



Patient Education & Support

Micro-education journeys (T2DM, Maternal Health, MH)
Validated JITAI messaging programming and mHealth



Behavioral Health

Wellness & Navigation, Measurement Based Care, OUD



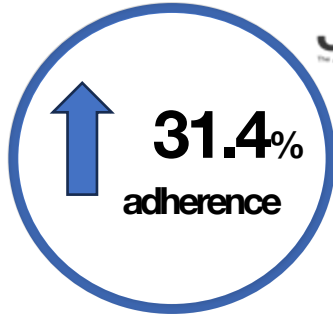
Treatment Adherence

Treatment initiation & persistence
Proactive re-engagement / pre-discontinuation
Switch-risk detection
Refill behaviour optimization



Validation

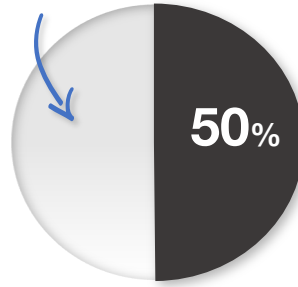
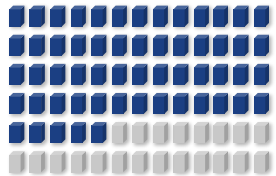
Improvement in patient adherence to medication therapy
Johns Hopkins University
Glaucoma randomized clinical trial



MEMOTEXT
LITERATURE
SUMMARY

[Download](#)

80%
would recommend
MEMOTEXT
interventions to other
patients



Reduction in treatment discontinuation
Statin and hypertension medication initiation with health insurer

\$22:1

Demonstrated ROI
Improvements in pharmaceutical adherence for manufacturers

+40000 /day

PROACTIVE
COVID-19 SMS & IVR
Homecare & Schools



55%
Increase Medication Possession Ratio (MPR)
T2 Diabetes
Monotherapy



-2hrs/week
Reduction in Case Manager time
Care Coordination



86%
Engagement on SMS Mental Health Check-ins for HCP*
*SMS sent through CalmDoc Program



Build your engagement intervention



Pick Communication Channel(s)

- Text Messaging
- WhatsApp
- Email
- Web/iOS/Android Notifications
- Web/Mobile app
- Voice

Connect Data

- Wearables
 - Claims
 - Surveys & CRM
 - Patient Facing Site/App
- fitbit

Configure Logic & Sequencing

Data Driven

Dynamic / Rules Based

Repeating

Conversational & Secure LLM

MEMOTEXT Response Parser (AE detection, ML flagged, human reviewed)

Clinically validated, data-driven, multichannel engagement, assessment and conversational capabilities.



MEMOTEXT Toolkit Overview



Communication & Engagement Channels: reach members, patients, participants

Omnichannel Communications: SMS | IVR | Voice Assistants | WhatsApp

Deploy: Web, iOS, Android, and Progressive Web Apps

Engage: 2 Way Secure Web-Based Live Chat for Clinical & Peer Support



Data Collection & Integration : gather + leverage data

Collect: HIPAA/PHIPA Secure Web Surveys and EMAs

Integrate: Fitbit, HealthKit, REDCap, Refill Claims, FHIR, Qualtrics and more...

Visualize: Bring Your Own or Choose From our Portals and Dashboards

Predict: Advance Machine Learning Analytics



Personalization & Intelligence: tailor the experience to the n of 1

Tailor: Adherence, Education, Evidence-Based, Data-Driven Personalization

Intelligent Personalization & AI

Dynamic Messaging Logic + Just-In-Time-Adaptive-Interventions (JITAs)

ML + Rules Based Conversational Capabilities

Secure Containerized/Hosted Large Language Models (RAGs & LLMs)

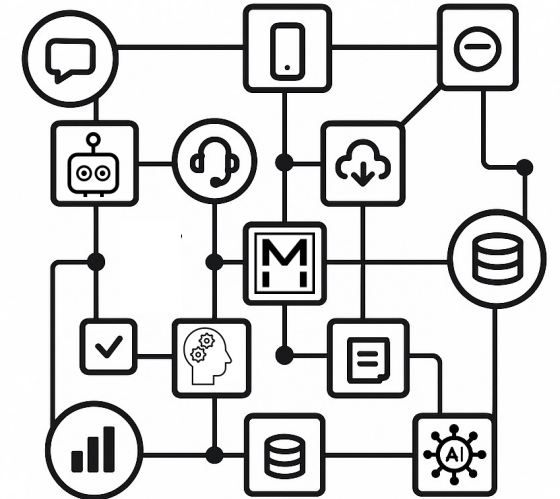


Program & Workflow Optimization: improve outcomes

Care Coordination: Reminders, Education, Patient-Self-Scheduling

Behavioural Engagement: Nudges and Gamification

Micro Education: Patient Journeys, Content Libraries



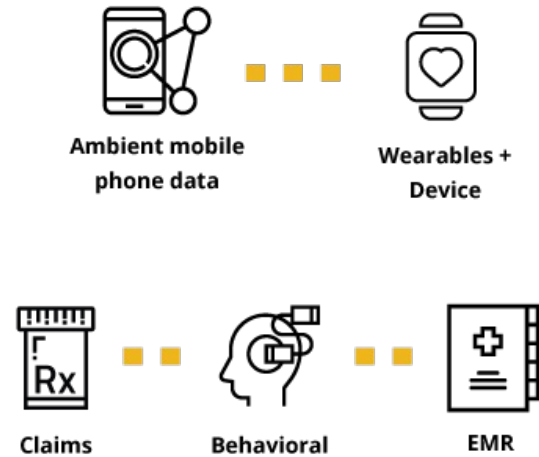
Data & Evidence Driven



Multi-Channel Communications



Actioning Critical Health Data



Relevant Across Multiple Healthcare Stakeholders



Thank you !!
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