

MEMOTEXT

Outcomes First

Digital Patient Engagement

Validated

Data Driven

Personalized



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



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

Our Mission: We make health data useful.

MEMOTEXT

Trusted since 2012, the MEMOTEXT® platform and marketplace transform data into impact for digital patient engagement.





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**)



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



Behavioural Health

Wellness & Navigation, Measurement Based Care, OUD



Treatment Adherence

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

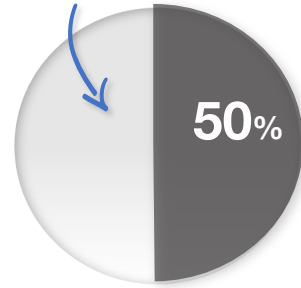


Validation



55%

Increase Medication Possession Ratio (MPR) METFORMIN



Reduction in treatment discontinuation

Statin and hypertension medication initiation with health insurer

\$22:1

Demonstrated ROI

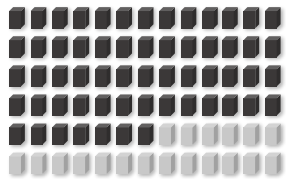
Improvements in pharmaceutical adherence for manufacturers

+60000/day

PROACTIVE COVID-19 SMS & IVR Homecare & Schools

80%

would recommend MEMOTEXT interventions to other patients



Improvement in adherence to medication therapy
Johns Hopkins University

Glaucoma RCT

+31.4% adherence



-2hrs/week

Scheduling Efficiencies Appointment Setting

+40%

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

86%

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





MEMOTEXT Toolkit Components



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**
- Repeating**

- Dynamic / Rules Based**
- Conversational & Secure LLM**

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

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



Flexible enrollment enablement

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 included a dose a few times/week
- I included a dose maybe once/week
- I rarely miss a dose maybe 1-2 times/month
- I never miss any doses

NEXT

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

NEXT

Work Life: 3

Home Life: 4

NEXT

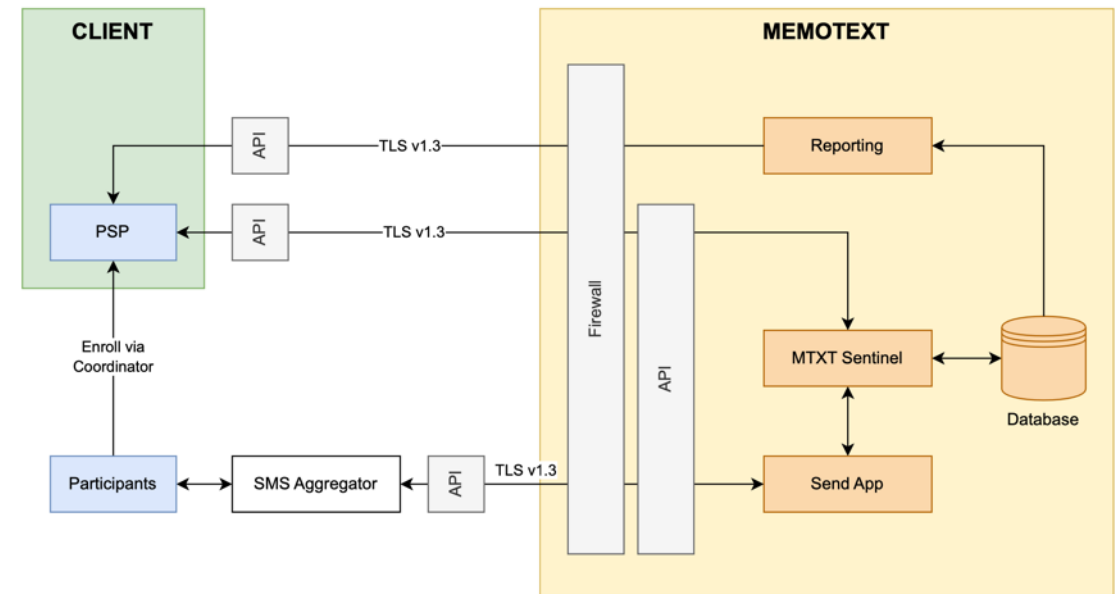
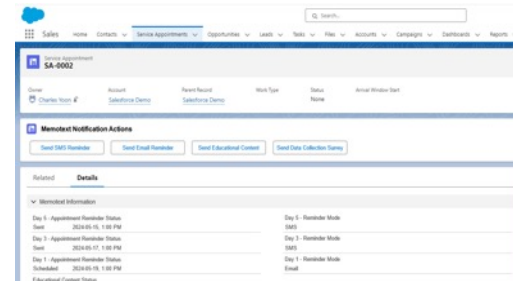
1 Embed in DTC or at point of care.



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



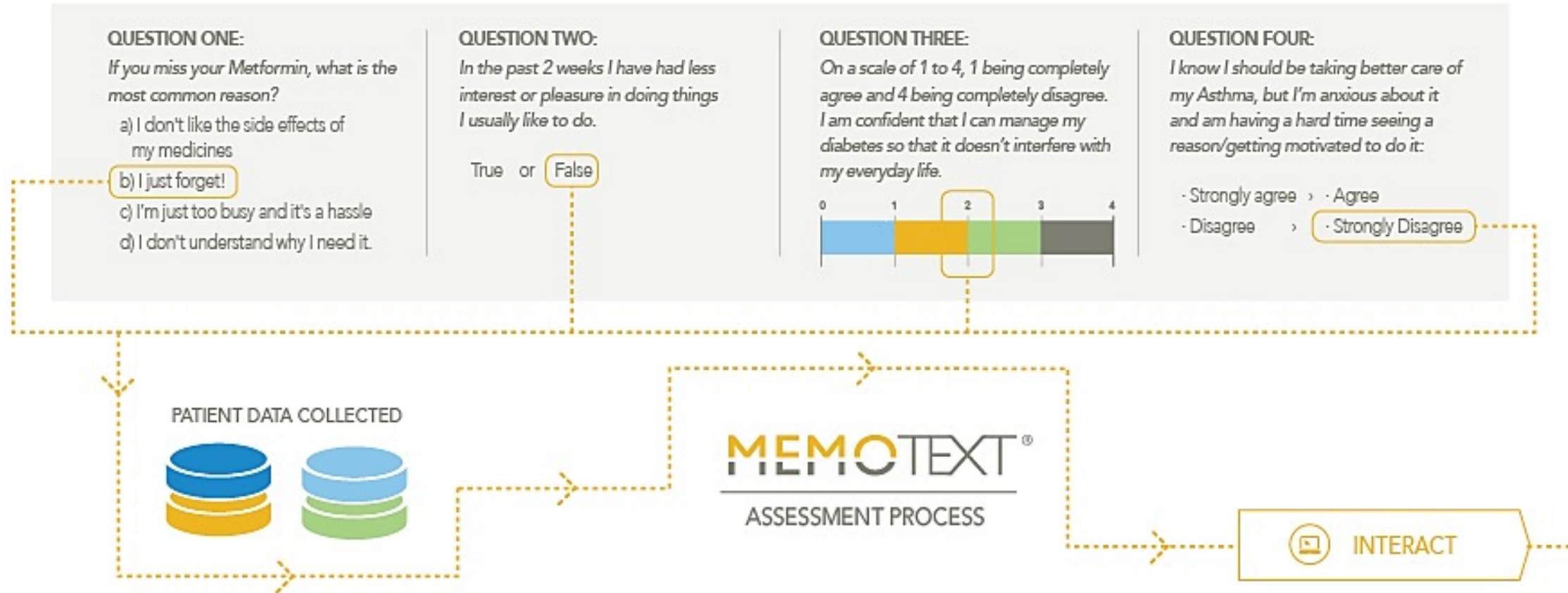
3 API (CRM/PoS)





Just-in-time-adaptive interventions (JITAs)

- Validated, short, frequent assessment
- Condition specific --- **Indication specific**, literacy, behavioral
- Securely administered for privacy





Maintaining the therapeutic journey



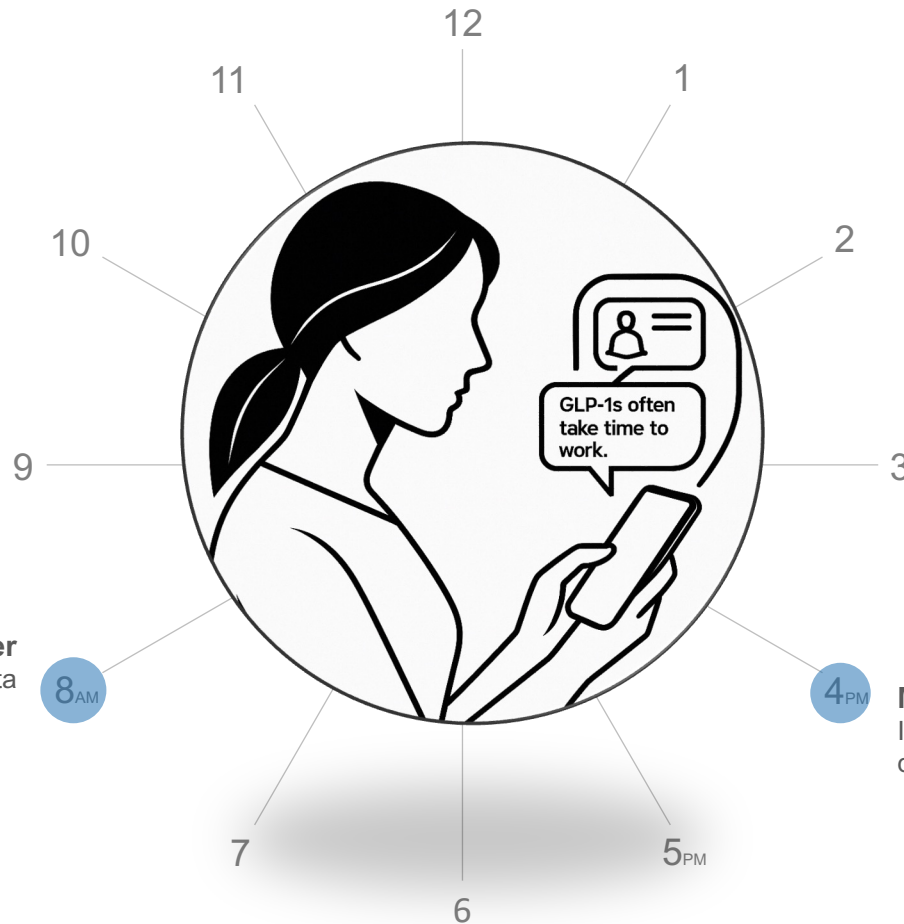
Proactive (re) engagement before discontinuation



Expectation management, stigma, behavioral barrier identification



- Medicines Literacy
- Condition Literacy
- Switch Risk
- Condition Literacy
- Risk Identification
- Escalation Triggers
- Support & Motivation

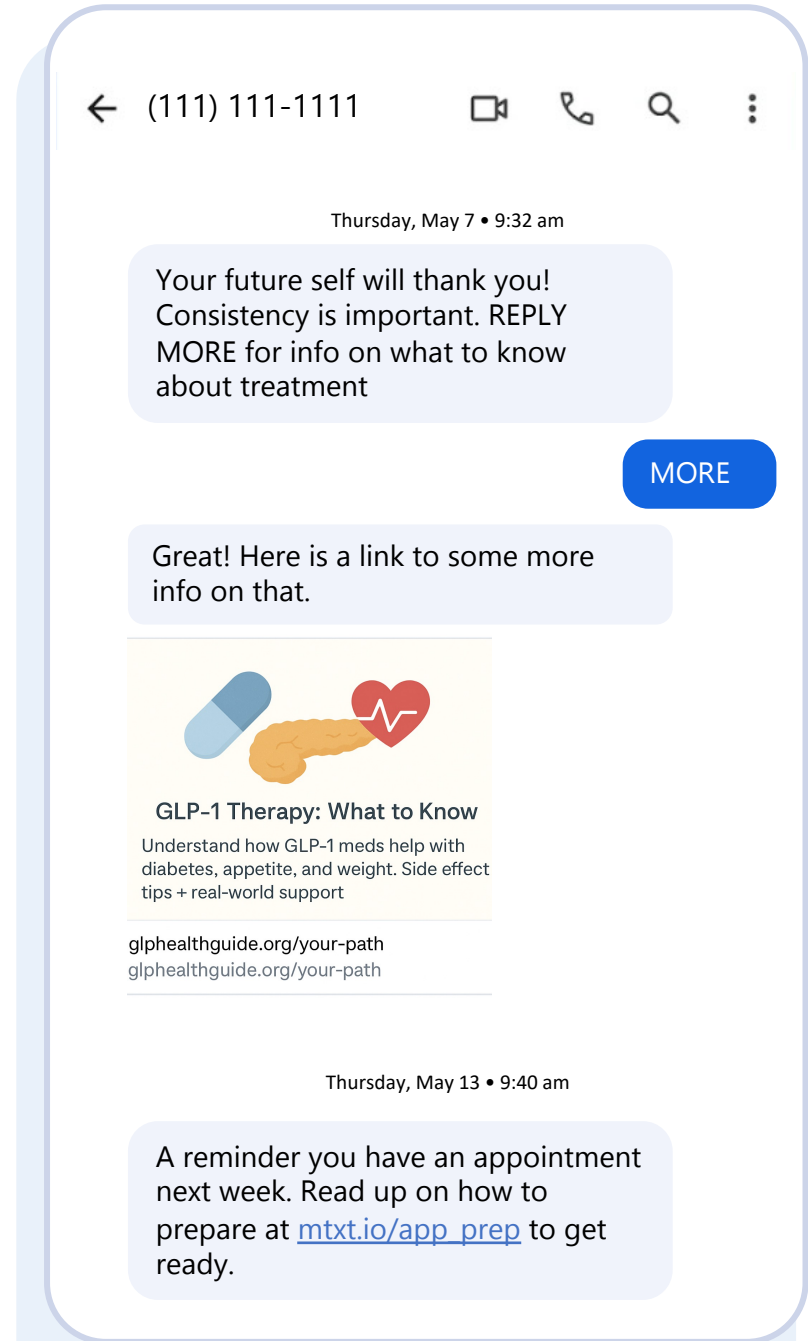
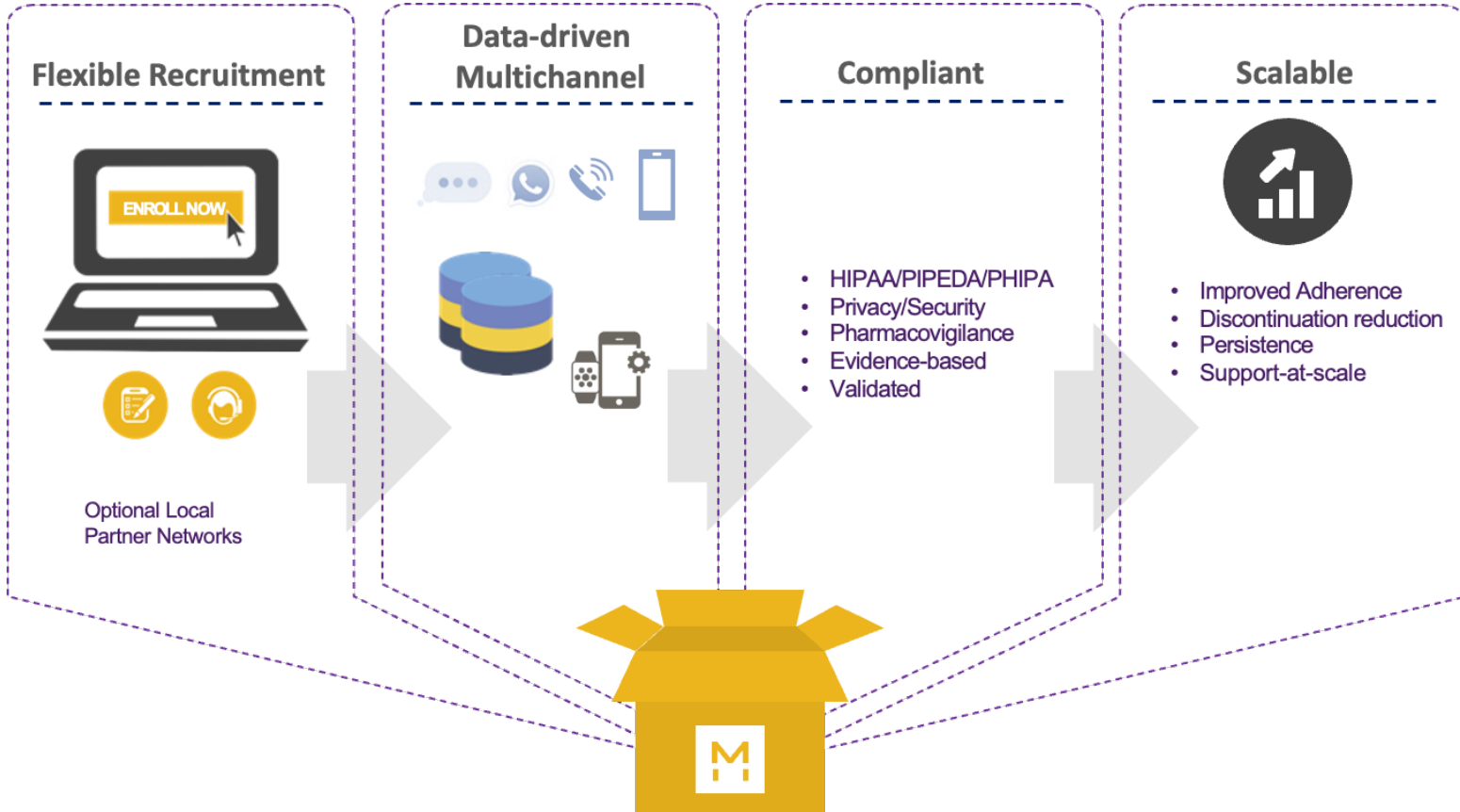


Medication Education/Reminder
Nudges based on refill data

4^{PM} Medication Education
Identify and intervene ahead of expected discontinuation points.



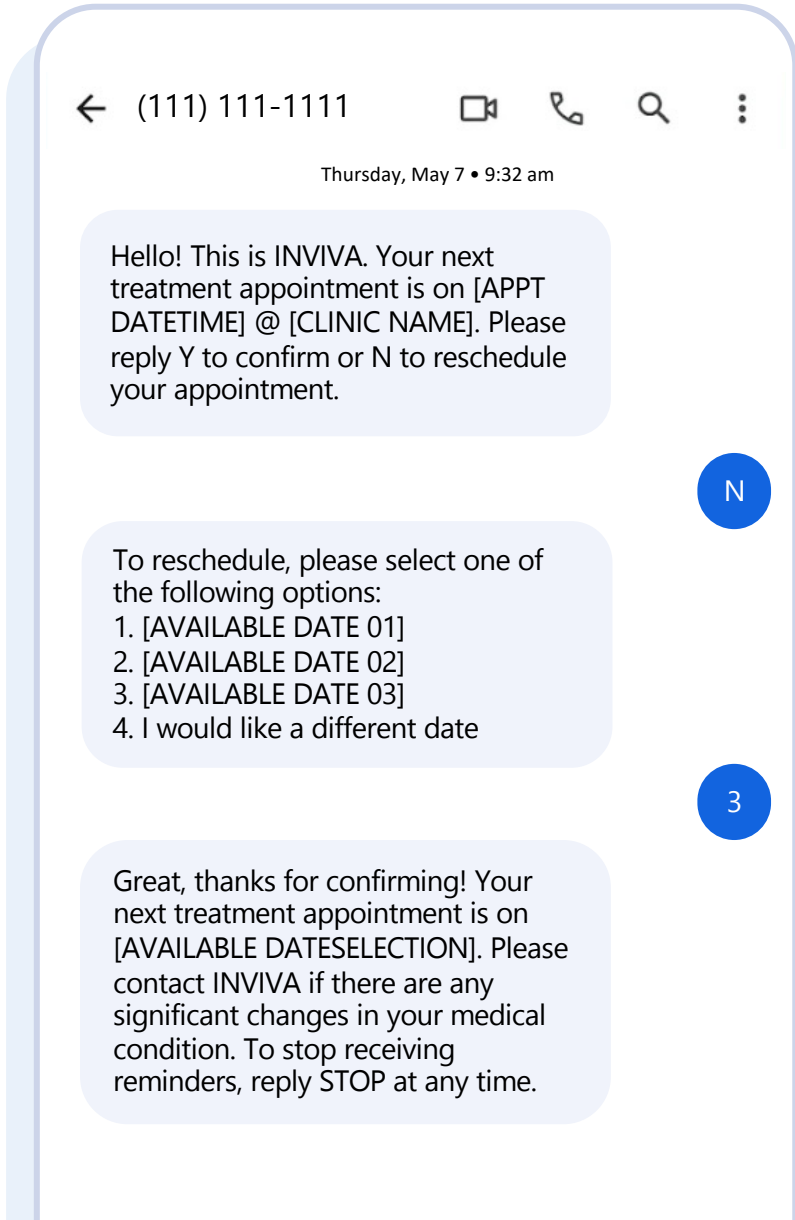
Adherence Solutions





Care Coordination

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



1

Personalization through Dynamic Data Pull

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



Regulatory Ready – Conversational AI

Coordinate care, support, nudge, collect-data.

← (111) 111-1111



#question what do I need to bring my appointment?

Great question! Take a look at our list of items to bring at mtxt.io/applist

Thursday, May 7 • 9:32 am

A reminder you have an appointment next week. Read up on how to prepare at mtxt.io/app_prep to make sure you are ready for your appointment!

Thursday, May 13 • 9:40 am

You should know that it is normal to feel a little bit tired after your appointment. Read up on how to take care of yourself after your appointment at mtxt.io/post_app

2

Answer Patient's FAQs

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

3

Share relevant wellness and literacy information

Provide relevant educational/promotional materials as needed based on condition/program.



Data Collection & Screening

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

← (111) 111-1111



Thursday, May 7 • 9:32 am

A reminder you have an appointment next week. Please fill out the following form before your appointment mtxt.io/form.

It doesn't look like you filled in your form yet please do when you can! mtxt.io/form.

We got your responses! Looking forward to seeing you at the appointment!

Thursday, May 13 • 9:40 am

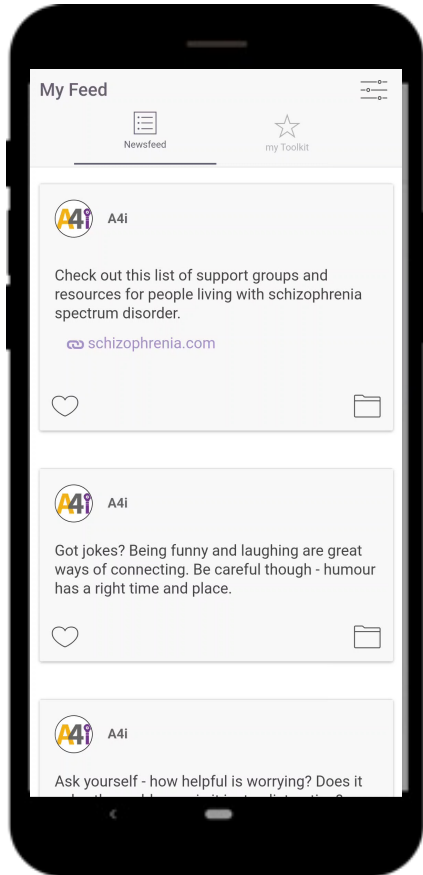
We would love to hear from you! Please fill out this feedback form mtxt.io/feedback. If you need immediate medical assistance, please reach out to emergency services.

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.



- Using AI to screen
- Identify escalation opportunities 

Flagged and set in pending state.
Clinic notified on sentiment and risk identification for review.

ORIGINAL TEXT FROM PATIENT	ACTION BY CASEMANAGER	REASONS FOR DECLINE	SENTIMENT (SCORE)	EMOTION (PROBABILITY)
I think the LA Sierra TANF office of Social Services is so full of it if they didn't want to help people and children they should have chosen a better job. What's crazy is you get a Hispanic worker racists against her own race. It's a SHAME	Declined Post	Negativity, Identifiable	Negative (-0.82)	Surprise (0.30), Anger (0.23)
I am so overwhelmed with my new diagnosis and change of medication. I am so anxious and uneasy . I can't seem to get out of this funk of being being numb .	Declined Post	Help	Negative (-0.74)	Fear (0.95) Joy (0.01)
I had a good time at the Angeles game last night, it was great for my mental health now I'm off to my DBT group everyone have a great day	Approved Post	NA	Positive (+0.90)	Joy (0.99) Sadness (0.00)
Wow its been a long week loving the new job having fun learning to show the compassion i have from within.	Approved Post	NA	Positive (+0.93)	Joy (0.99) Surprise (0.019)

Auto Approve
Low Risk

Expedite post reviews using clinical model for low risk.




SECURE HOSTED LLM Engagement

Care Coordination, Patient Support,

Digital Patient Engagement Starts Here

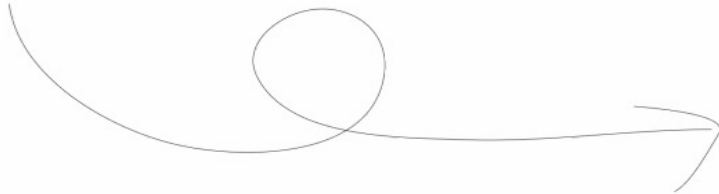
Create or implement digital patient engagement solutions. MEMOTEXT uses personalized, data-driven communications to boost treatment adherence and health outcomes for different health conditions and populations.

 Browse our Marketplace

 Create a Patient Engagement Solution

Not sure where to start? Chat with our MTxPERT.

By using this tool, you acknowledge that you have read and understand our [disclaimers](#).



Ask me anything!

Why would I use the Marketplace vs. Creator Components?

What are some features of MEMOTEXT?

Share a list of peer reviewed publications please.

Tell me about the team please.



Message MTxpert

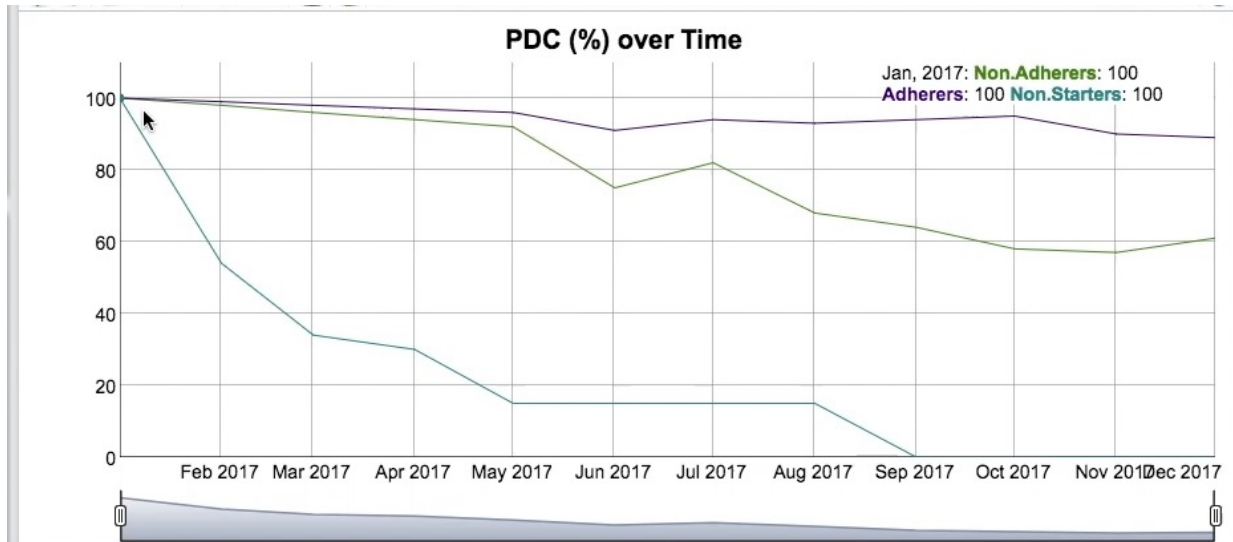


Please see the MTxPERT disclaimer. The MTxPERT can sometimes make mistakes.

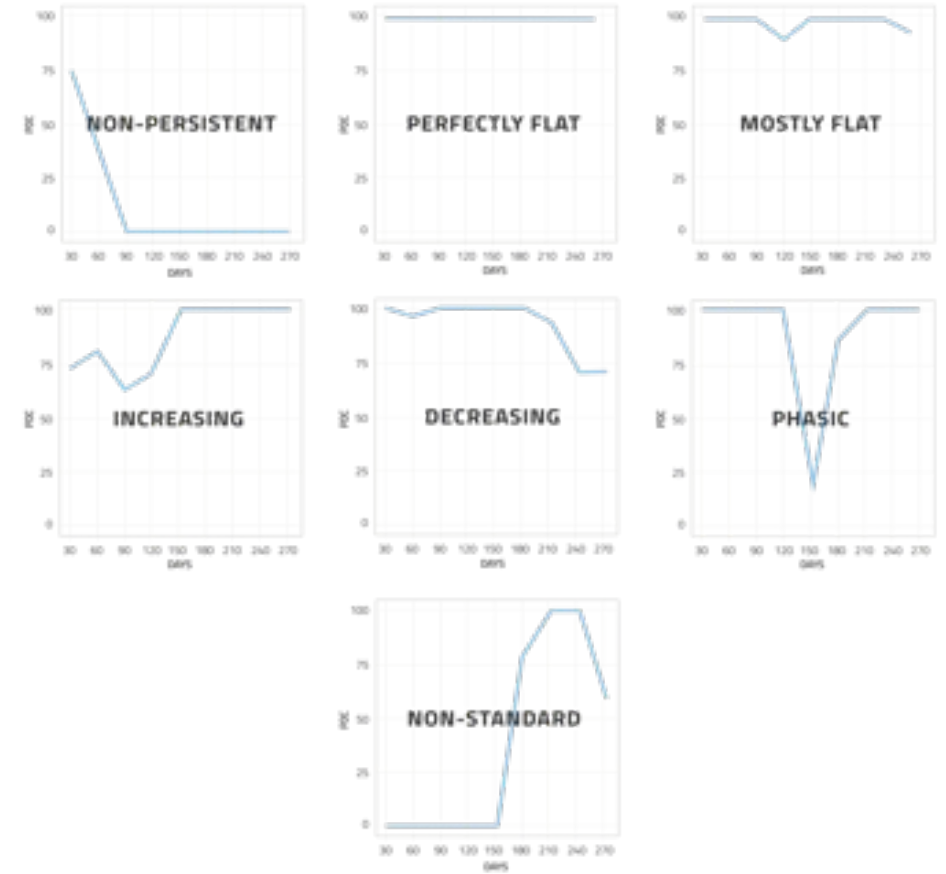
Contact: amos@memotext.com



Adherence analytics and prediction



Possible adherence trajectories





MEMOTEXT Case Studies: 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





Conversational Capabilities

LLM and Non-LLM

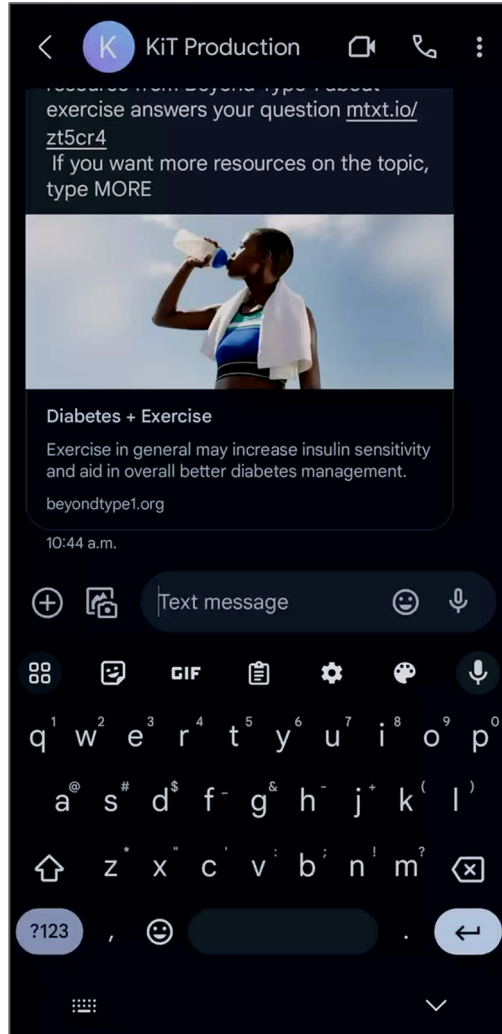


KiT - Keeping in Touch

Combined LLM & Non LLM

Care-Coordination via SMS conversational bot.

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

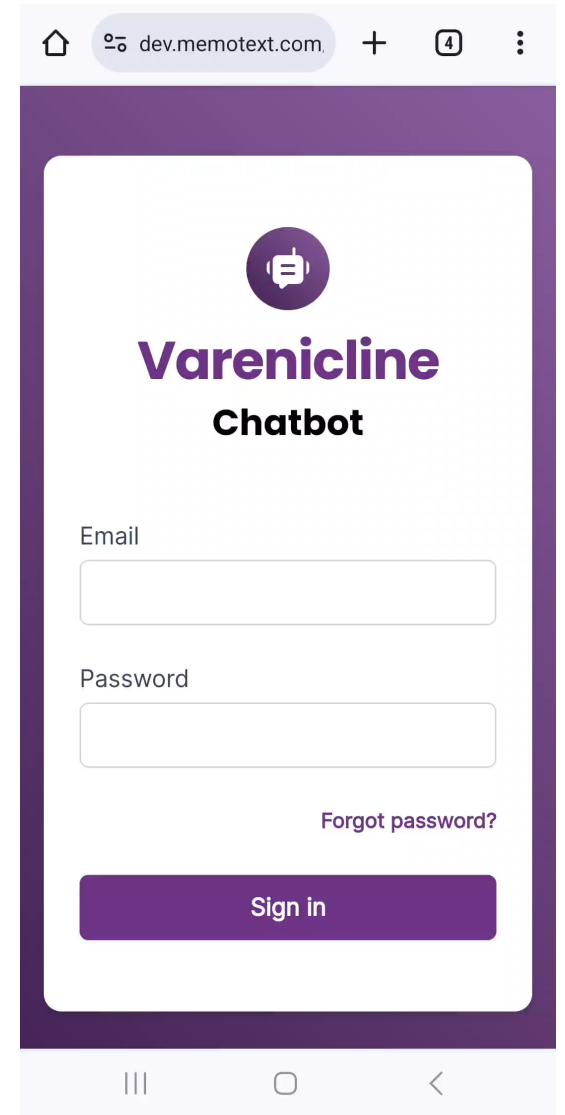


Varenicline Adherence Chatbot

Smoking cessation chatbot for varenicline medication adherence.

Web-App Rules (non-LLM) Based Chatbot

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



MEMOTEXT

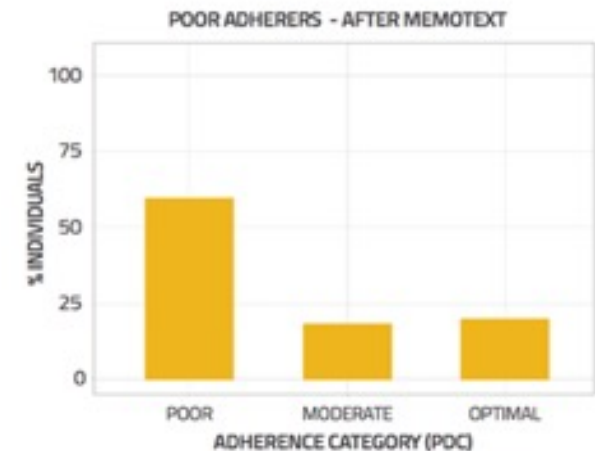


Pharmacy Benefit Management: Treatment Adherence & Air Quality Data Integration

Asthma Controller Adherence

- 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**
- Significant reduction in rescue inhaler usage

Presented at  **Stanford MEDICINE** | **medicine X** 



MEMOTEXT

Statin Treatment Initiation and Persistence - SUPD

Intervention

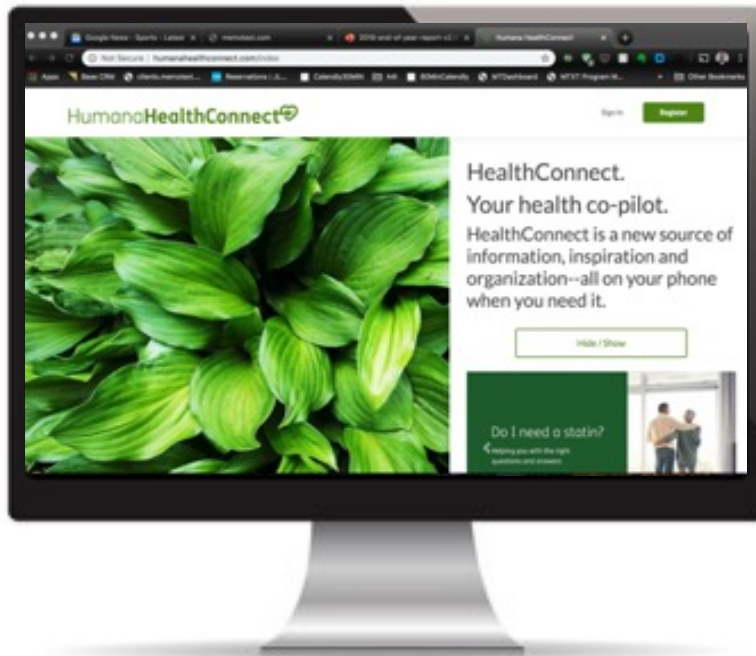
Overview

Results/Publications

SUPD & Statin Initiation

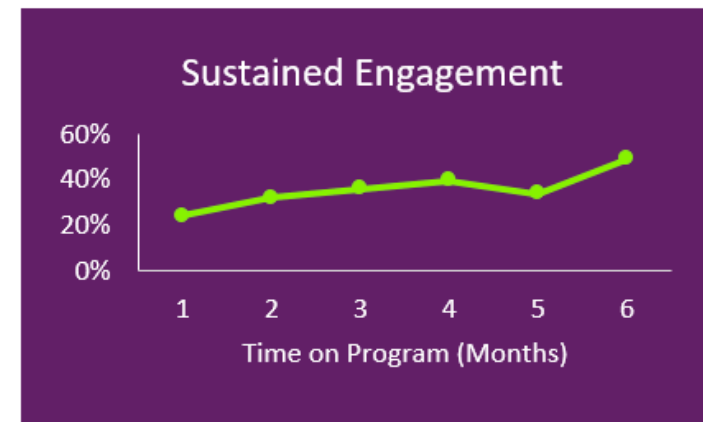
- Cohort specific content
- Care Coordination, Education, Health Promo Intent-to-adhere Diabetes wellness, support
- Evidence-based algorithm

- **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



MEMOTEXT

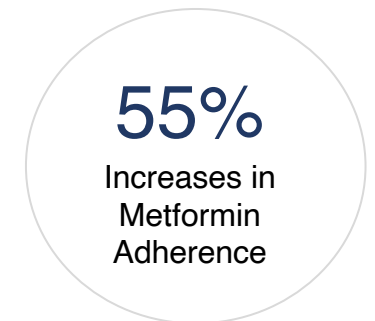
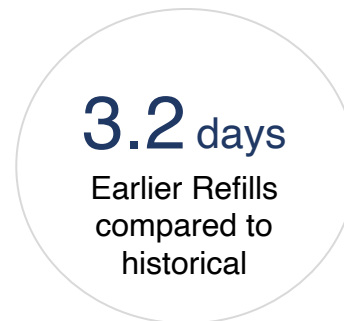
Pharmacy Enrolled Diabetes Medication Adherence

POS Enrolled - Adaptive Texting & IVR Adherence

- Behavioural, literacy assessment and refill date driven engagement
- Literacy, mood/depression personalization algorithm
- Pharmacy enrolled
- Virtual character driven



Adherence improvements +55% improvements vs. historical
Improved same store loyalty + patients filled on avg 3.2 days earlier





McKesson Canada and Inviva scale patient engagement with MEMOTEXT.





Care-Coordination

Hello! This is XYZ. Your next infusion is on [DAY] [DATE] @ [TIME] at [CLINIC NAME]. Reply Y to confirm, R to rebook or T to have us call you to rebook now.

Great! You requested to reschedule your next Infusion appointment. Please stay on the line while I connect you to an XYZ Patient Care Representative.



Since 2017 ~
Significant reductions in case manager
time/ reminder calling 2hr/week

ID	Name	Email	Assigned		
4163990684	SMS enroll		X	edit	reminders
4163990684	SMS enroll		X	edit	reminders



Pharmaceutical Manufacture Branded Adherence & Support

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

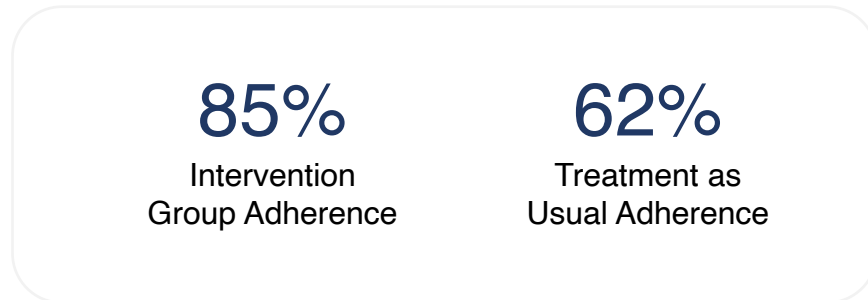
80% would recommend and >65% found information highly relevant.



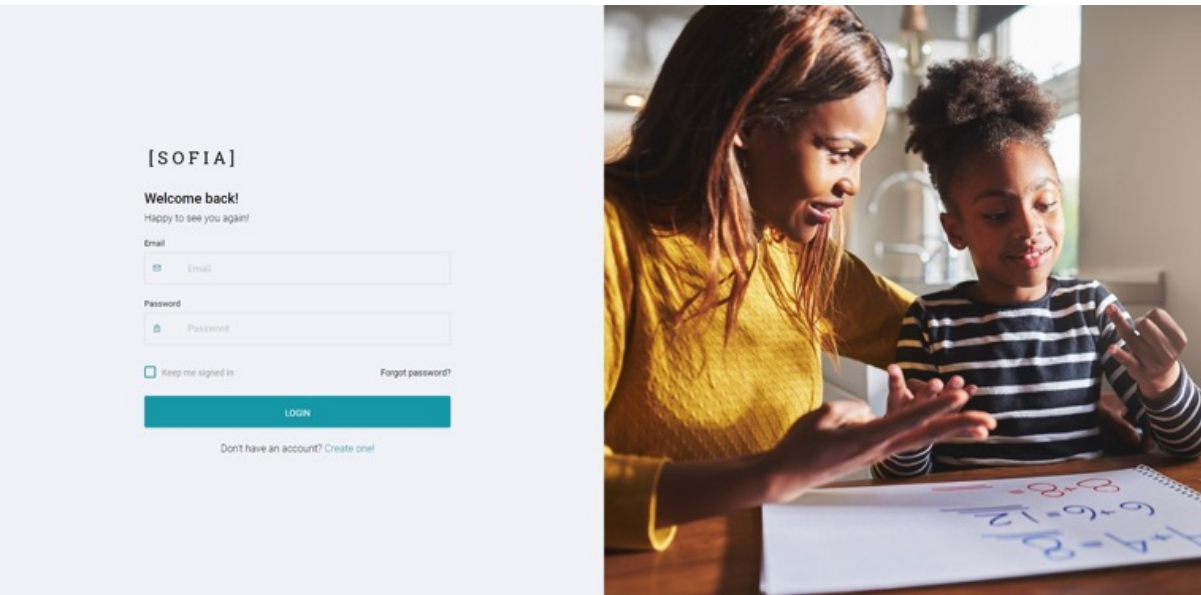
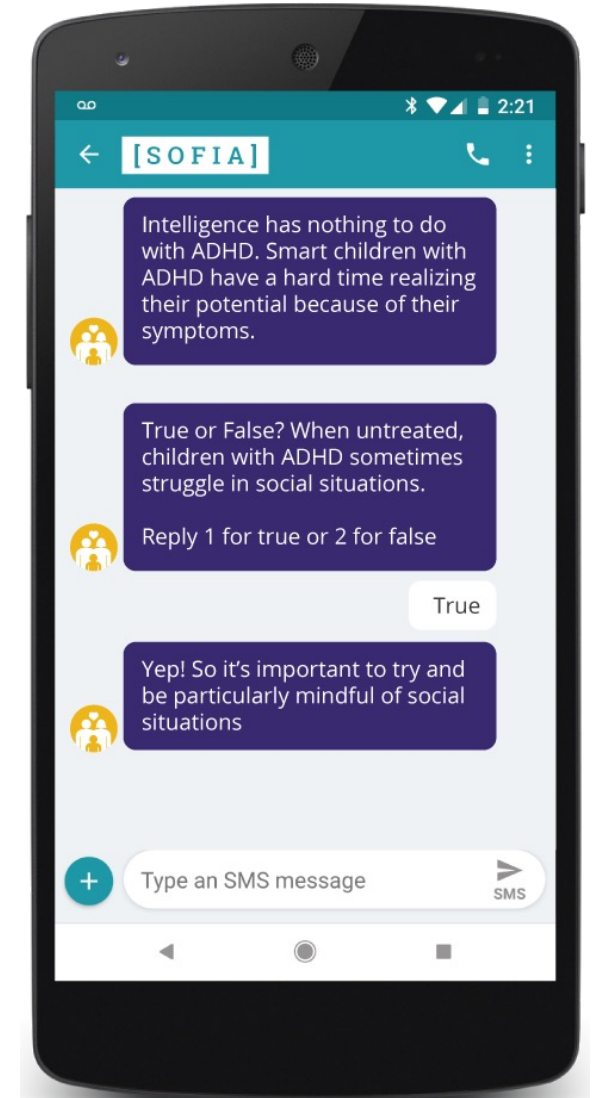
MEMOTEXT

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 MarketPlace Applications



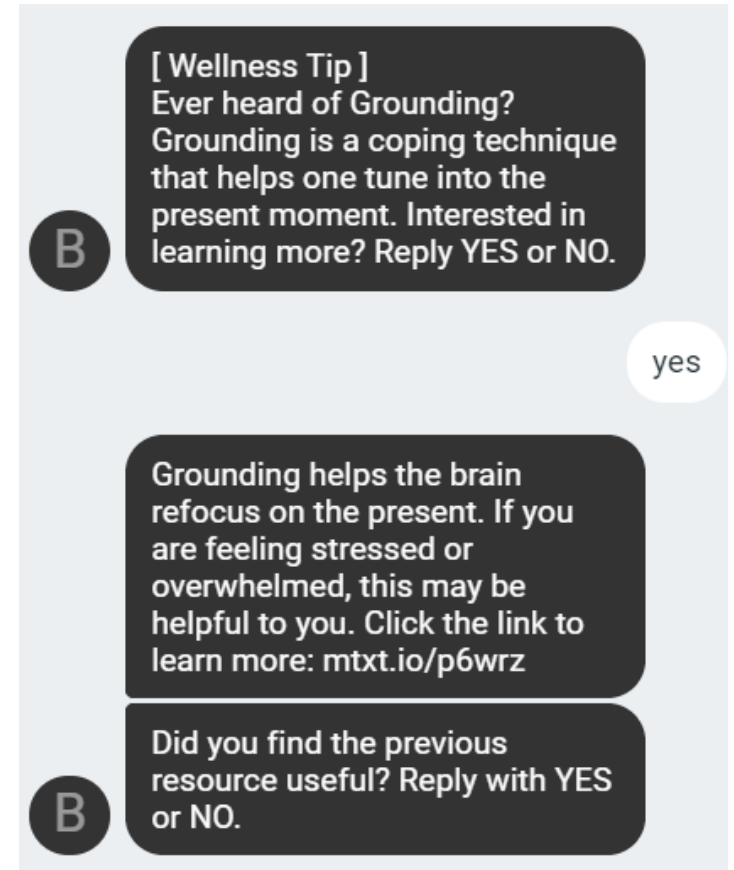
Automated Digital Mental Health Supports

BeWell

Digital Mental Health Navigation & Support



BeWell connects users to evidence-based resources, psychoeducation, motivational support.





BeWell

Increasing Engagement with Mental Health Supports

camh

Resources for Health Care Workers Self-Care Virtual Care Professional Support Groups Supporting Patients, Famil

Resources for the Public

 90SecondHealth: COVID-19 WEBSITE: https://90second.com/ PHONE NUMBER: ... DESCRIPTION: 90Second Health is offering	 CAMH Resource Hub WEBSITE: https://www.camh.ca/en/health... PHONE NUMBER: ... DESCRIPTION: CAMH has developed a resource	 Kids Help Phone: Crisis T... WEBSITE: https://kidshelpline.ca/head... PHONE NUMBER: Text: 00002TALKON to 686868. DESCRIPTION: Crisis Text Line powered by Kids	 WE Well Being WEBSITE: https://www.orgen-CA/get... PHONE NUMBER: ... DESCRIPTION: WE has compiled a well-being	 KUU-US Crisis Line WEBSITE: https://www.kuu-uscrisisline.ca/ PHONE NUMBER: 1 (844) 529-7292 DESCRIPTION: Nau-chah-nuth members held a
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Increase engagement with your **organization's** current supports/resources



Increase engagement with curated digital supports.

Mobile Apps

 Headspace DESCRIPTION: This app teaches you how to meditate and live mindfully, with guided sessions on stress management, relationships	 HealthyMinds DESCRIPTION: A problem-solving tool to help deal with emotions and cope with the stresses you encounter both on and off the job.	 Virtual Hope Box DESCRIPTION: Personalized support tool made for vets may help teens, too.	 Calm DESCRIPTION: A tool for sleep, meditation and relaxation to help users experience better sleep, lower stress, feel less anxious. The la...	 MoodPath DESCRIPTION: If you're struggling with depression or anxiety, MoodPath is the leading mental health app available via personal medication...
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BeWell Deployments

+60%
Engagement
with Supports

30%
Monthly Growth
Rate

+55%
Engagement with
Content



Publications



Piloting a Text-Based Program to Support Clinician Well-Being at a Canadian Mental Health Hospital

Iman Kassam MHI,
Jessica Kemp MHI,
Charlotte Pape BA, Jori
Jones MSW, Matthew
Tsuda MScOT, Rabia
Khokhar MScOT, Gillian
Strudwick RN, PhD, FAMIA

Background & Purpose

- The Centre for Addiction and Mental Health (CAMH) in Toronto, Canada, launched a survey on EHR use, documentation requirements, and experiences of burnout among clinicians, including social workers (SWs) and occupational therapists (OTs).
- Findings revealed high rates of burnout amongst **SWs (48.4%)** and **OTs (23.1%)**, signaling a need for strategies to address clinician burnout.
- In response to the survey findings, a two-way text-based program, **BeWell**, was co-designed and piloted at CAMH as one of multiple strategic methods to address increased rates of burnout amongst clinicians.

Methodology

A multi-phased, mixed methods approach was used to design, develop and implement the BeWell program.

Phase 1 Establishing a Clinician Advisory Group

A **clinician advisory group (n=10)** was established, consisting of SWs (n=5) and OTs (n=5) from various clinical settings, to support devising the structure of the BeWell program, developing content, conducting user acceptance testing, and co-designing an implementation plan.

Phase 2 Co-Designing & Implementing BeWell

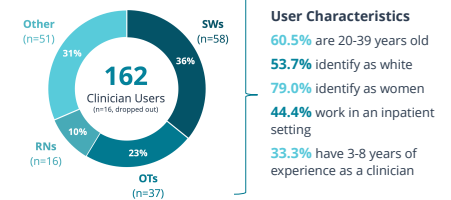
Participatory design methods were employed to design and tailor the BeWell program for mental health clinicians. An implementation plan was developed in partnership with clinician advisors to maximize awareness and uptake of BeWell.

Phase 3 Evaluating the BeWell Program

A mixed methods post implementation evaluation was conducted. Evaluation data were captured through a user experience survey, user engagement and demographic data, and semi-structured interviews with clinician participants.

Results

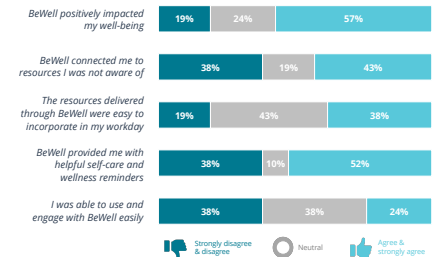
BeWell launched in May 2023 and concluded in October 2023. Those who enrolled in the program received weekly messages for 12-weeks consisting of wellness tools, professional development opportunities, and supportive messages.



45% of clinicians (n=73) reported experiencing one or more **symptoms of burnout**.

User Experience Survey Preliminary Findings (n=21)

57% of clinicians (n=12) enrolled in BeWell as they were curious about what resources would be shared.



Suggestions to Improve BeWell: Ensure resources are actionable & better tailored to clinicians; Update the user interface to improve interest & engagement

Next Steps

The evaluation of BeWell is currently underway. The findings from the evaluation will provide insights into the adoption and engagement of BeWell, and the utility of texting as a mechanism to support clinician well-being.





Expectant Parents from 5-42 Weeks' Gestation



New Parents of Infants 0-12 Months Old

Adaptive prenatal, parenting education and support delivered via SMS.

Endorsed by:



- Evidence-based information and links to online resources, tailored to gestational age or infant age
- Suggested topics of conversation with health care providers
- Links to local resources and services
- Statistically significant improvements in knowledge, decreases in fear of childbirth and depression using standardized measures.

Flu shots are recommended & safe at any stage of pregnancy. Find a flu clinic for your free vaccine: [mtx.io/_____](https://mtx.io/)

Remember: Back to sleep! Put your baby on their back to sleep. Learn about this and other sleeping safety tips @ [bit.ly/_____](https://bit.ly/)

Adoption across Canada

Co-designed, co-commercialized out of The University of British Columbia with Dr. Patti Janssen

- 7 government health authorities
- 25K+ users
- Validated and endorsed
- In use by multiple health authorities


The screenshot shows the JMIR Publications website interface. At the top, there is a search bar and navigation links for 'Articles', 'Resource Center', 'Login', and 'Register'. Below this is a dark blue navigation bar with 'JMIR Public Health and Surveillance', 'Journal Information', 'Browse Journal', and a 'Submit Article' button. The main content area features a grey banner stating 'Published on 7.2.2017 in Vol 3, No 1 (2017): Jan-Mar'. To the left is a thumbnail image of a woman holding a baby. The article title is 'SmartMom Text Messaging for Prenatal Education: A Qualitative Focus Group Study to Explore Canadian Women's Perceptions'. Below the title, the authors are listed: Sarah Munro^{1,2}, Amber Hui³, Vanessa Salmons⁴, Carolyn Solomon⁵, Emily Gemmell³, Nahal Torabi⁶, and Patricia A Janssen³. To the right of the article title is a 'Citation' section with the text: 'Please cite as: Munro S, Hui A, Salmons V, Solomon C, Gemmell E, Torabi N, Janssen PA. SmartMom Text Messaging for Prenatal Education: A Qualitative Focus Group Study to Explore Canadian Women's Perceptions. JMIR Public Health Surveill 2017;3(1):e7. doi: 10.2196/publichealth.6949. PMID: 28174149. PMCID: 5320393'. Below the authors and citation information are links for 'Article', 'Authors', 'Cited by (10)', 'Tweatations (20)', and 'Metrics'. At the bottom of the article preview is the URL: <https://publichealth.jmir.org/2017/1/e7/>









Diabetes Rapid Education and Communications for Health (REACH)

MEMOTEXT Type 2 Diabetes Use-case overview

Intervention	Overview	Results/Publications
Oral Diabetes Medication & Testing Adherence	<ul style="list-style-type: none">• Real time adaptive mood, literacy, lifestyle, diet, med / testing adherence messaging• Based on self-efficacy, literacy, depression intake assessments & claims• Prediabetes module for @risk population	<ul style="list-style-type: none">• 80% improvements in diabetes literacy, self efficacy pre/post• 75% felt better, healthier, happier• ↓ from 50% to 25% missed a dose 1x /week or more <p> JMIR Publications Advancing Digital Health & Open Science</p>

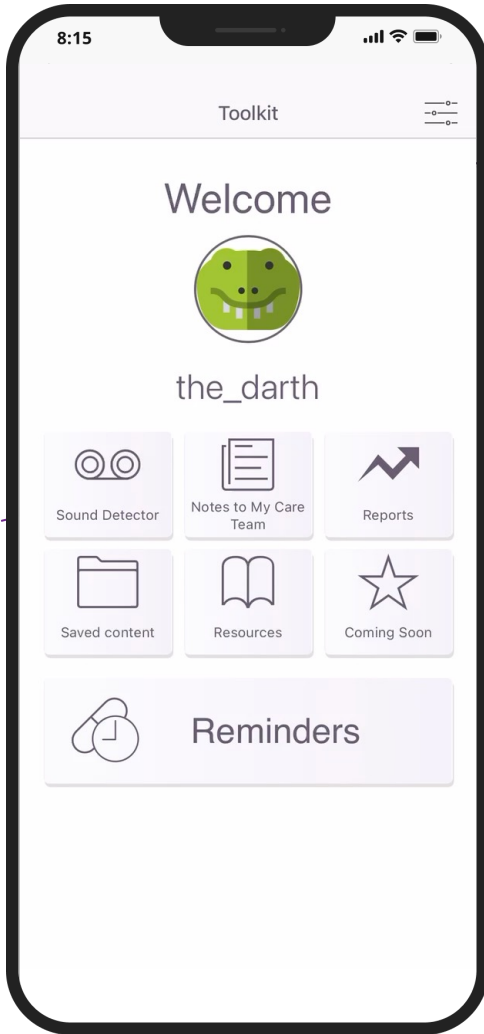
- 01 ML Targeting**
@ RISK Populations 
- 02 Enroll**
Incentives, Notifications 
- 03 Screen**
Assess & Personalize 
- 04 Engage**
Daily Adherence, Wellness, Activity 

Accessibility focused SMS adherence, wellness and education program can be combined with chatbot based intake assessments.

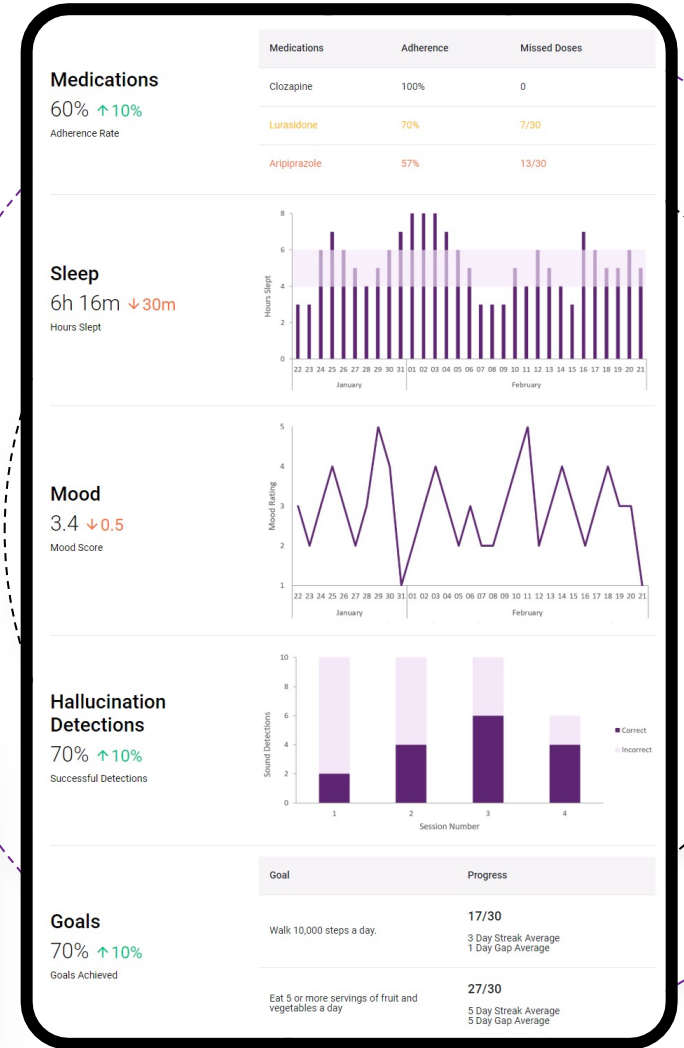
Evidence-based content co-created with Vanderbilt University Medical Center



A4i scales peer-support, empowers patients and increases capacity.



- Secure moderated + AI augmented risk detection using social media engagement
- Patented cognitive remediation tools
- Clinical & peer decision support



A4i Validation

Clinical and commercial validation



Beta Testing and Preliminary Feasibility Clinical Trial Completed

Real World Pilot (Riverside California) Nationally Funded RCT underway

Clinician adoption validation paid pilots initiated and expanding



CoDesign
Beta Testing
2019



Feasibility
Study
published
2020



Paid
Commercial
Pilot CalMHSA



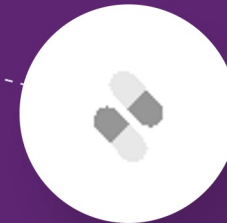
CIHR Funded
Randomize
Control Trial
2022



Clinician
Adoption Trial
2022-2023



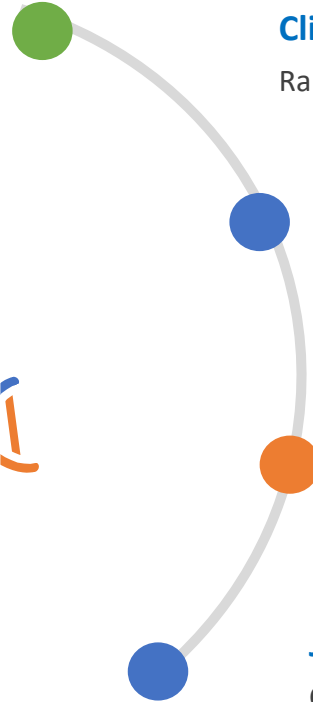
Royal Ottawa
Hospital
Pre-Procurement
Pilot 2023



OUD Beta
Testing &
Feasibility 2023



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.



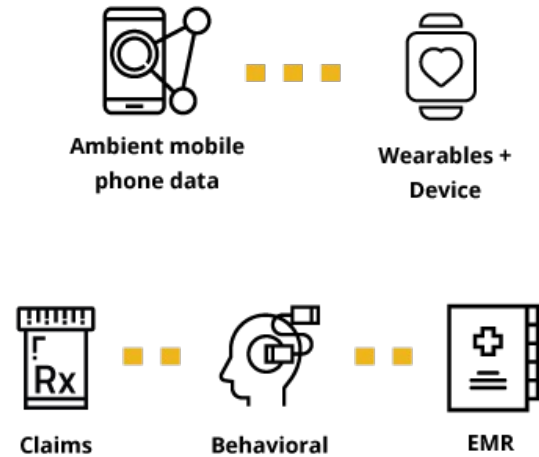
Data & Evidence Driven



Multi-Channel Communications



Actioning Critical Health Data



Relevant Across Multiple Healthcare Stakeholders



Thank you !!
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