

MEMOTEXT

Outcomes First

Digital Patient Engagement

Validated

Data Driven

Personalized



Amos Adler M.Sc.
<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





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



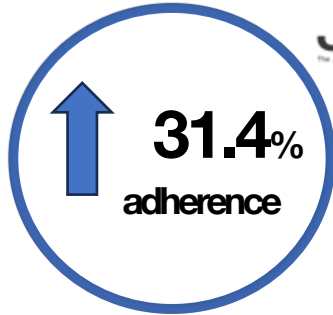
Treatment Adherence

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



Validation

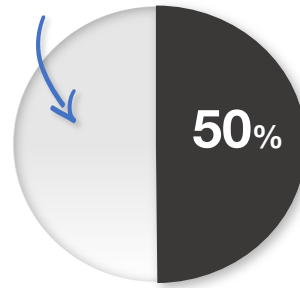
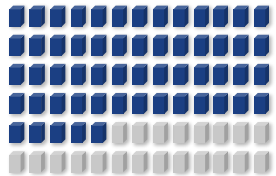
Improvement in patient adherence to medication therapy
Johns Hopkins University
Glaucoma randomized clinical trial



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


+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



Commercial Case Studies



Customer	Pharma/Pharmacy	Providers	Payors	PBM
Use Cases + Results	<p>Medication Adherence <small>JAMA</small></p> <p>↑ 31.4%</p>	<p>Treatment Discontinuation</p> <p>↓ 50% statin/hypertension</p>	<p>Disease Literacy</p> <p>+85%</p>	<p>Care Coordination</p> <p>↓ 2 hr/week case manager time</p>
	<p>Refill Persistence</p> <p>↑ 37.3%</p>	<p>Patient Retention</p> <p>91%</p>	<p>HEDIS/Star Ratings</p>	<p>Predictive Surveillance</p> 





MEMOTEXT Toolkit Components



MEMOTEXT Toolkit Overview



Communication & Engagement Channels: reach ALL members (rural, urban)

Omnichannel : SMS | IVR | Voice Assistants | WhatsApp

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

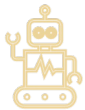


Data Integration: gather + leverage data

Collect: HIPAA/PHIPA Secure Web Surveys and EMAs

Integrate Wearables: Fitbit, HealthKit, REDCap, Claims, FHIR,

Predict: Advanced Analytics and AI tools



Personalized and Equitable: tailor the experience to the n of 1

Just-In-Time-Adaptive-Interventions (JITAs)

Data-driven

AI Conversational Capabilities

Secure, Interoperable, Validated





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)

Validated, data-driven, multichannel engagement, assessment and conversational capabilities.



MEMOTEXT Toolkit Overview

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

 Eligibility

  Recruitment  

Intervention   



REDCap



HL7 FHIR



At-risk population

Secure Data Collection

Just-in-Time-Adaptive Messaging 

Predictalytics

Stock Portals, Dashboards 

Claims/Wearable/Data Integration 

Screening

Conversational /LLM Chat

Hosted CR/PSP chat 

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



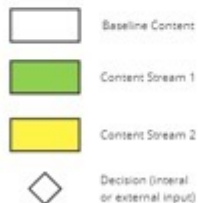
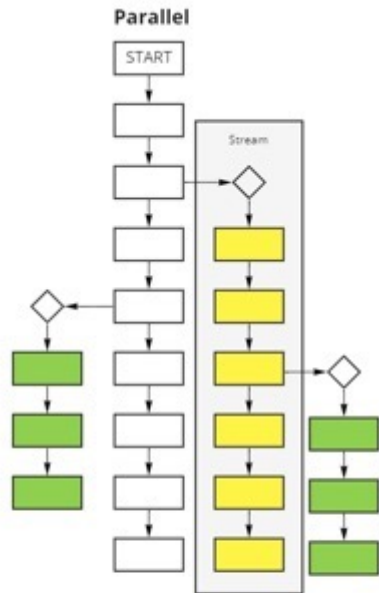
Dynamic / Adaptive Messaging and AI

Select method of delivery of content



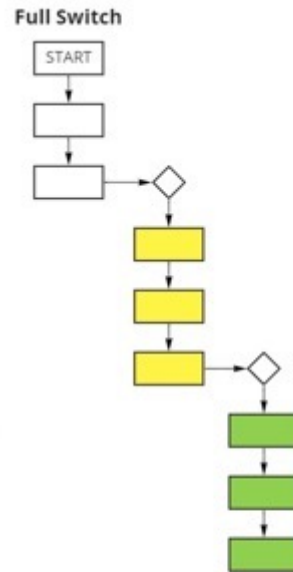
Parallel Content

- Ability to display multiple streams at the same time



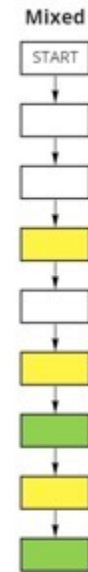
Full Switch

- Ability to switch from one stream to the next



Mixed

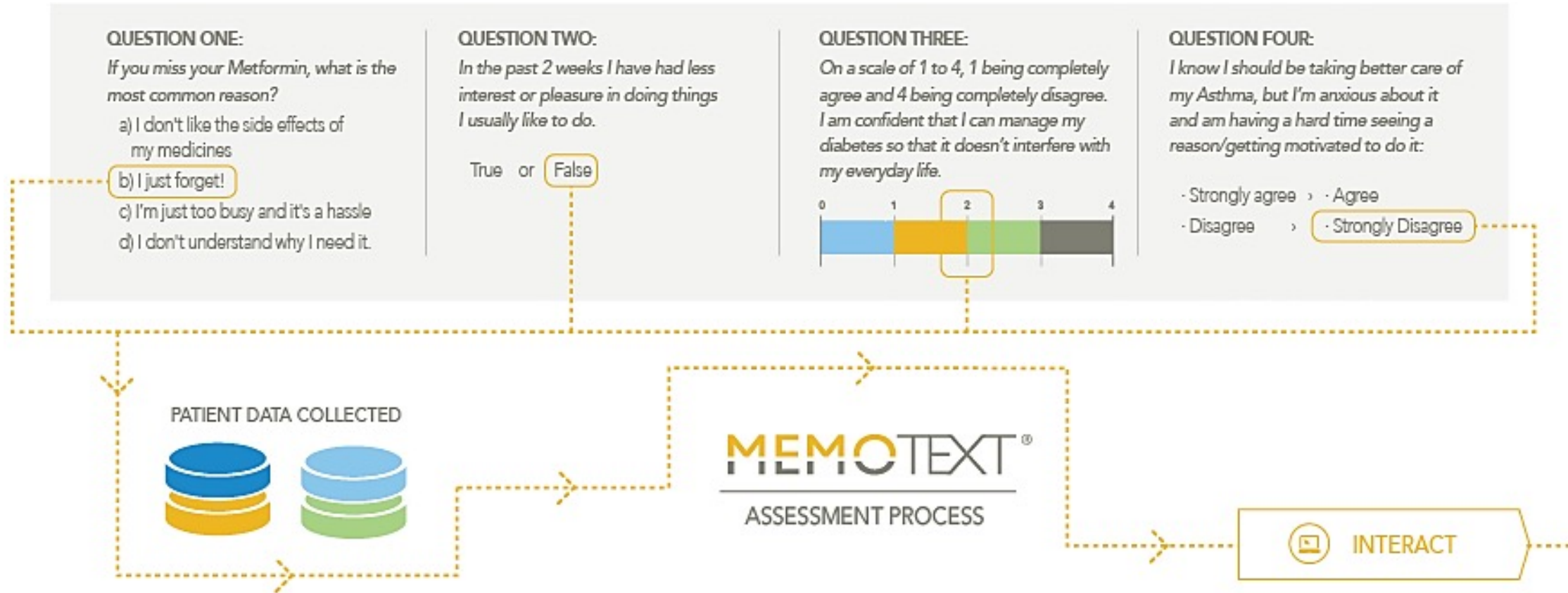
- Ability to add in multiple streams at the same time





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



Medication Education/Reminder
Nudges based on refill data

8_{AM}



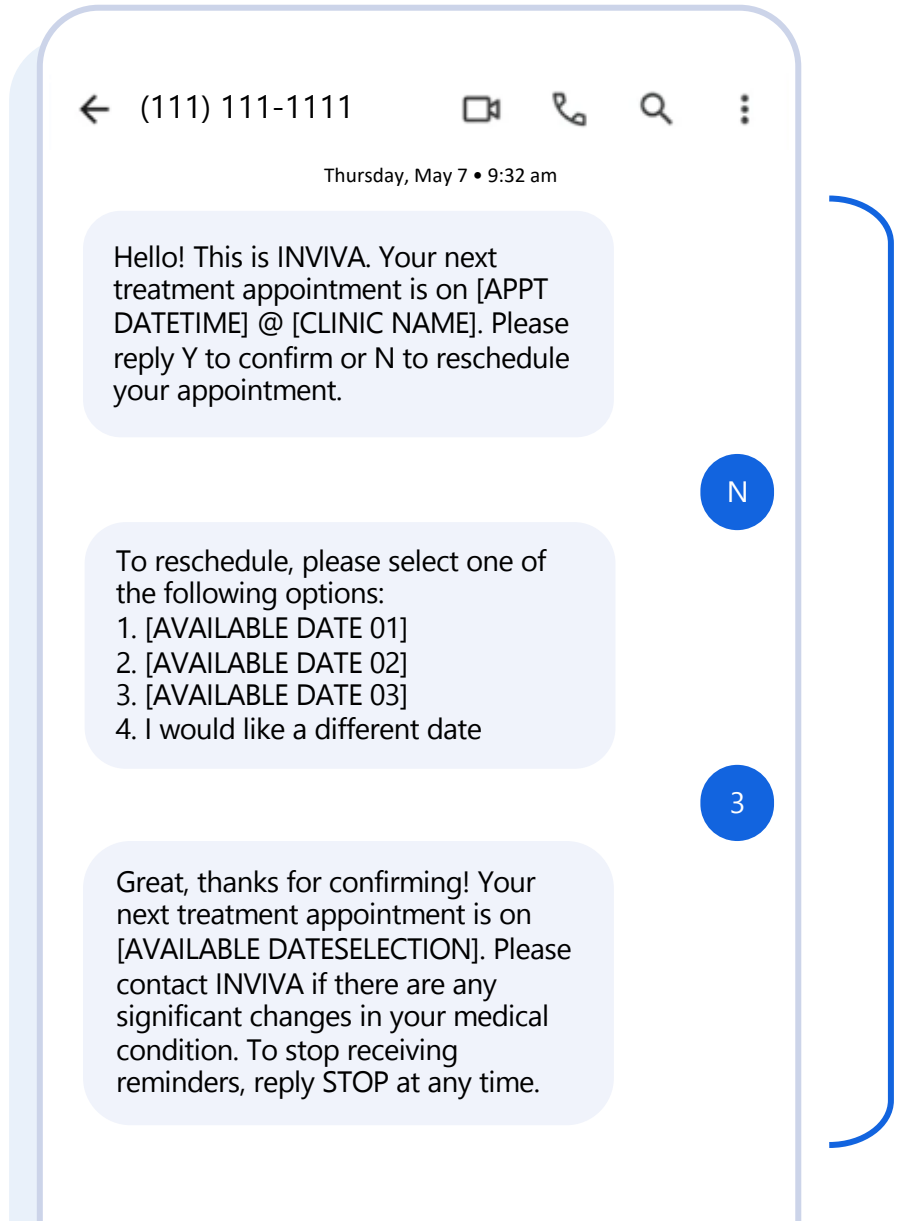
4_{PM}

Medication Education
Identify and intervene ahead of expected discontinuation points.



Dynamic SMS Data Presentation (Care Coordination Example)

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



Personalization through Dynamic Data Pull

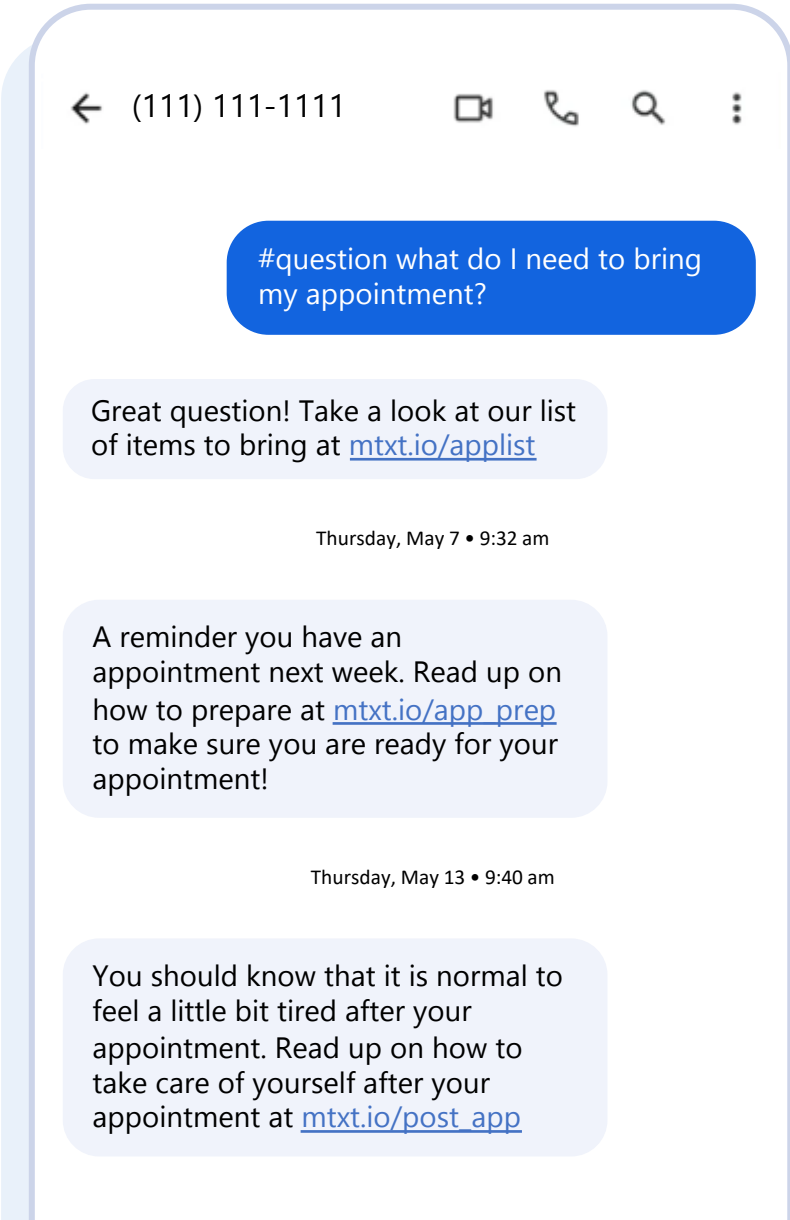
Dynamically display the next 3 available appointment dates based on a defined PCC calendar.





Secure data collection, screening and self-management

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



AI or Rules Based PATIENT FAQ Responses

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

Share approved content

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



Augment Workflow with Data Collection

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.

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.



DATA SCIENCE & AI



Responsibly integrate AI into patient engagement.

Problem Definition

Identify impactful use cases (personalized messaging, care coordination).

Governance Framework

Build trust with governance, compliance, and oversight.

Patient Safety

Prioritize patient safety, transparency, and consent.

Implementation

Use quality data for adaptive, bias-free AI systems.

Best Practices

Measure outcomes and refine through feedback.

KPIs / Reporting

Governance and trust are essential as AI evolves to improve patient care and outcomes.

Bias/Equity



Conversational Capabilities

LLM and Non-LLM

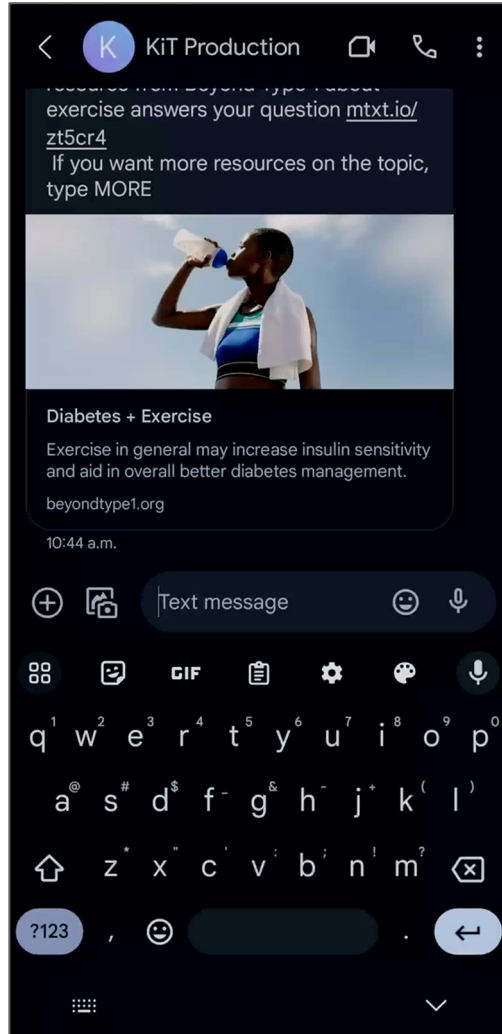


KiT - Keeping in Touch

Combined LLM & Non LLM

Care-Coordination via SMS conversational bot.

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

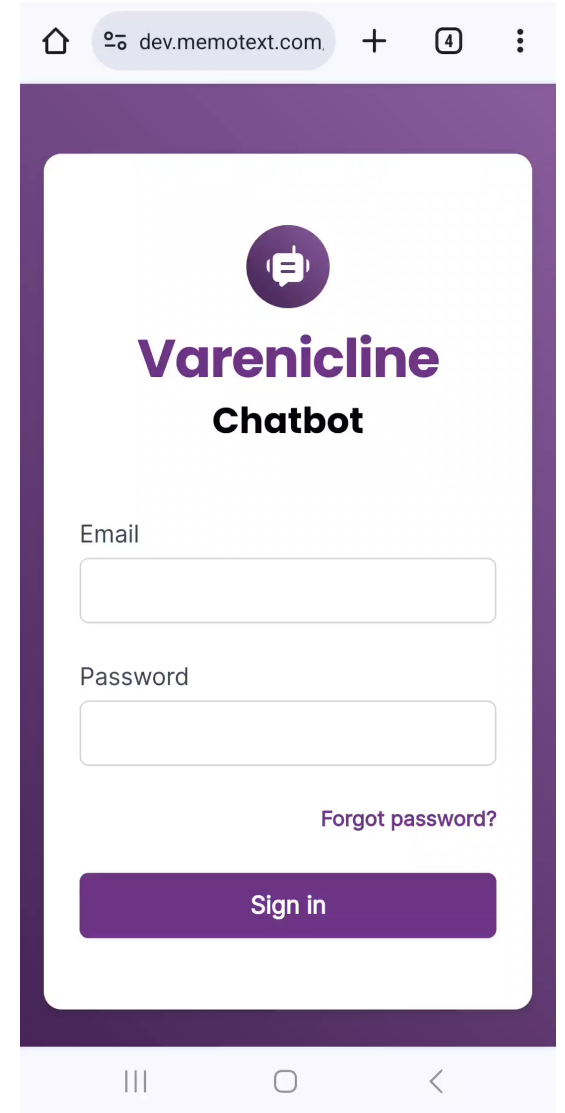


Varenicline Adherence Chatbot

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.

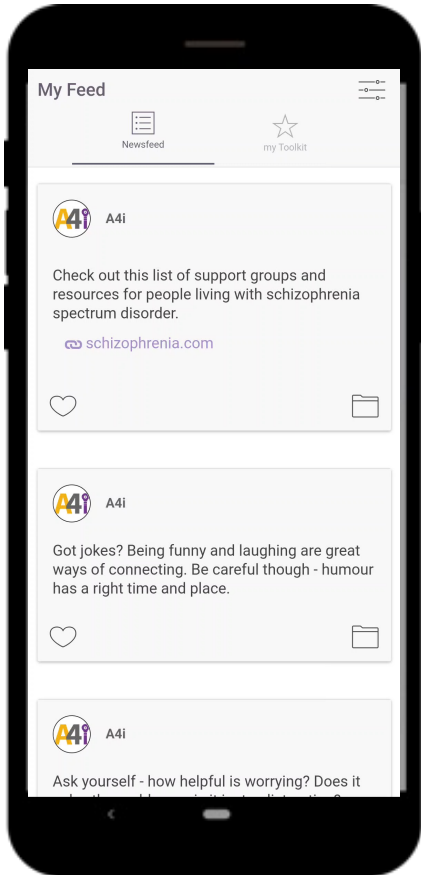




Identify escalation opportunities



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

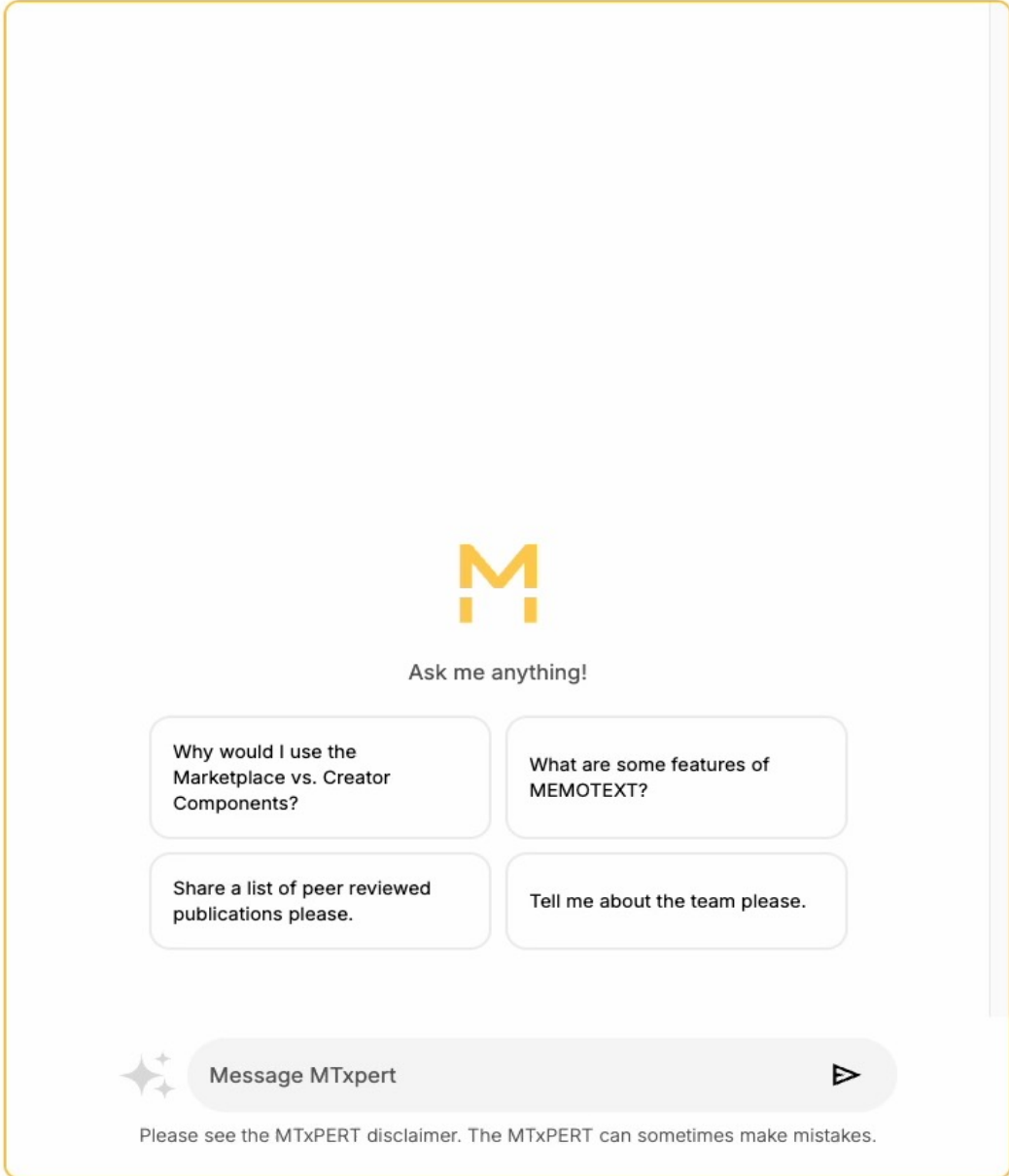
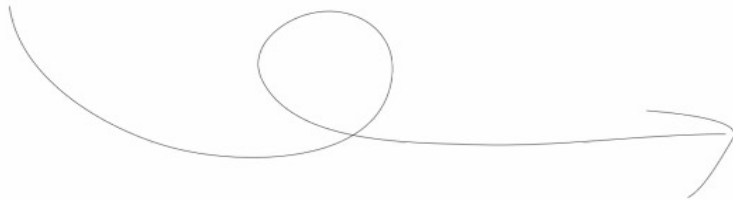
Create or implement digital patient engagement solutions. MEMOTEXT uses personalized, data-driven communications to boost treatment adherence and health outcomes for different health conditions and populations.


 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.



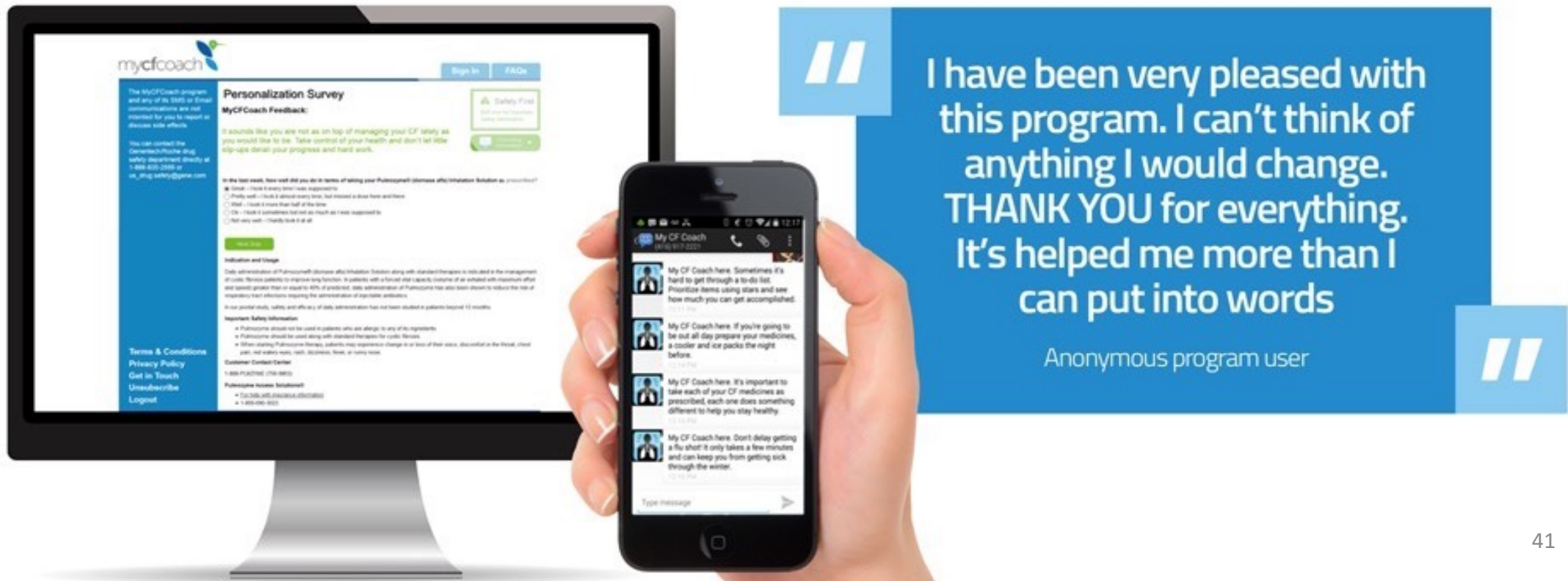
MEMOTEXT Case Studies: Adherence, Care Coordination, Decision Support

MEMOTEXT

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

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

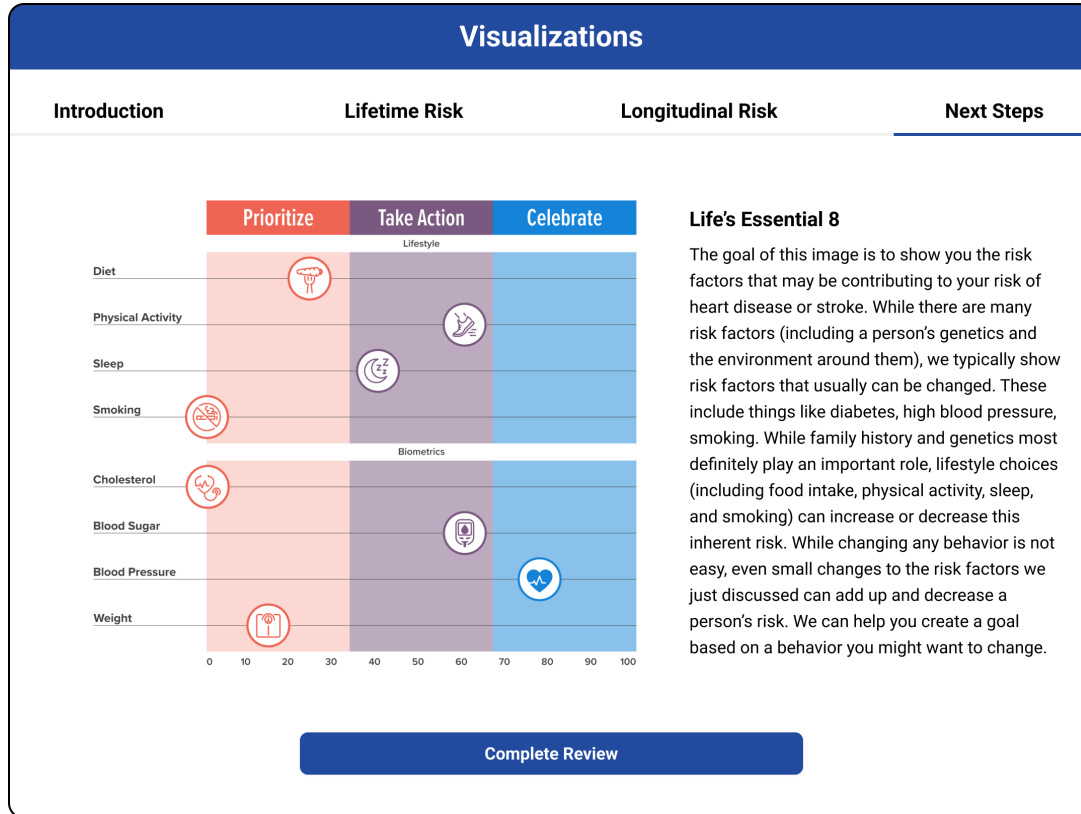
STORED IN Microsoft HealthVault Privacy | Terms of Use

6 Month
Intervention and
Control MemsCap
monitoring

31.4%
Med Adherence
JAMA Published

JAMA Ophthalmology





CVD Decision Tool

In Progress

Dr. Amrik Singh Khalsa | [Project Article](#)

A **web-based application** to offer a more effective way to address cardiovascular risks and behavior change. With patient survey collection and visualization of risks. MEMOTEXT was responsible for the design, and implementation of the product.

MEMOTEXT

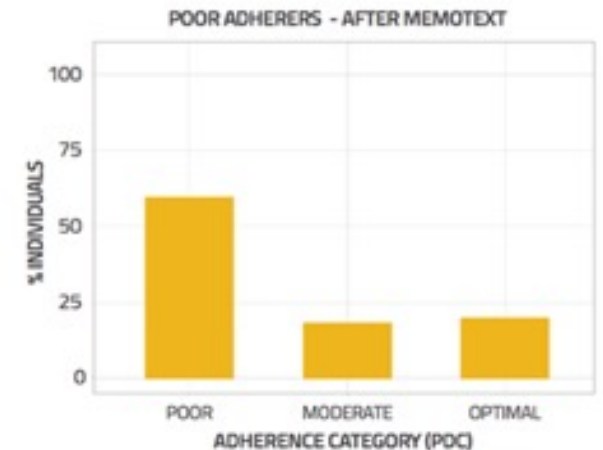


Pharmacy Benefit Management: Treatment Adherence & Air Quality Data Integration

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



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
- Pharmacy enrolled
- 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

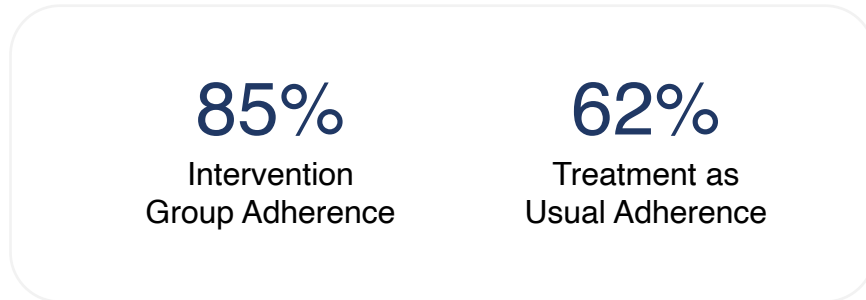
55%

Increases in
Metformin
Adherence

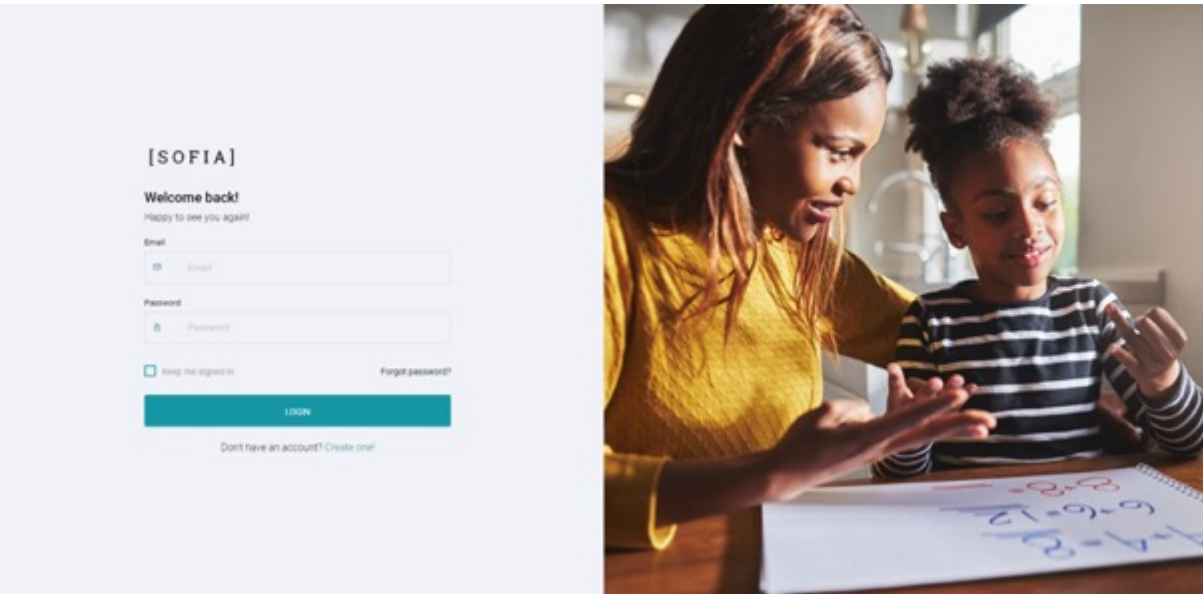
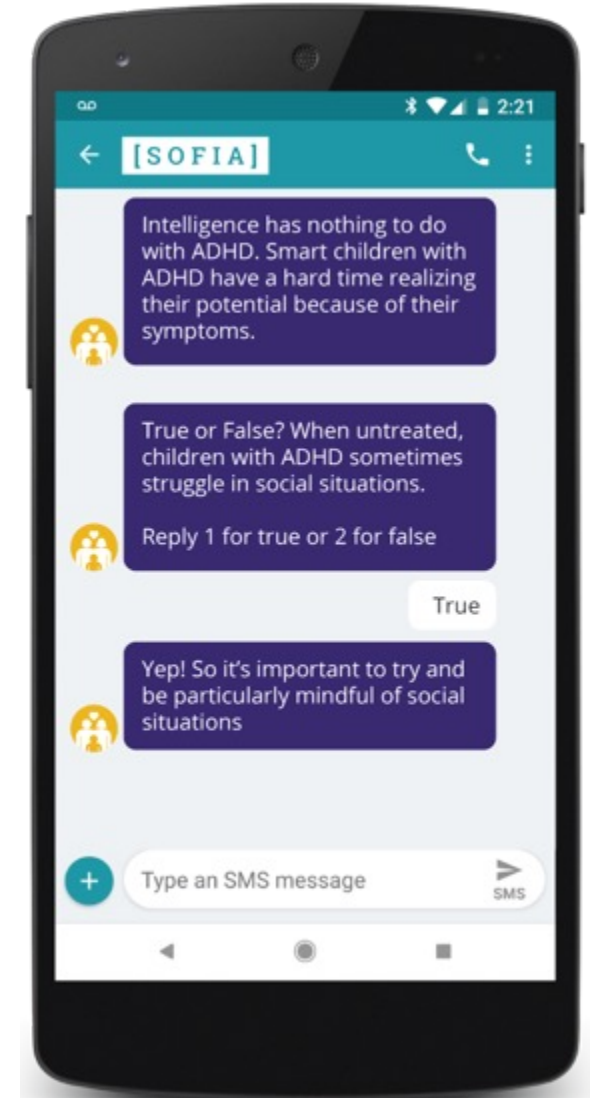
MEMOTEXT

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

Statin Treatment Initiation and Persistence

Intervention

Overview

Results/Publications

SUPD & Statin Initiation

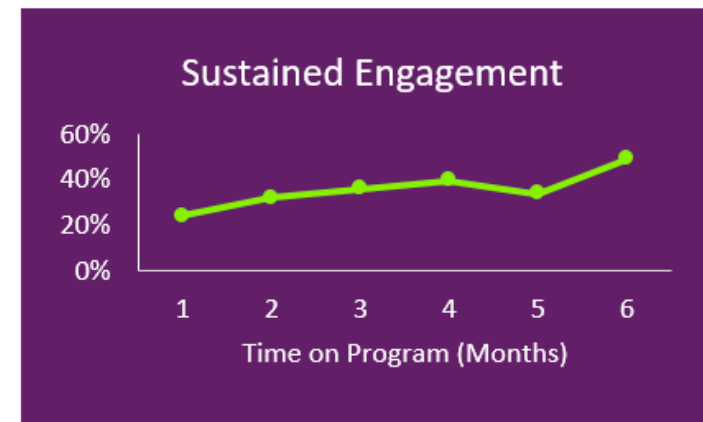
- Cohort specific content
- Care Coordination, Education, Health Promo Intent-to-adhere Diabetes wellness, support
- Evidence-based algorithm

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



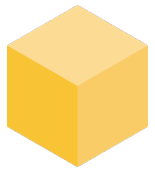
83%
retention rate

54%
trivia engagement





MEMOTEXT MarketPlace Applications



Codesign Case Study

Problem definition: Codesign invalidated assumption and surfaced requirements

Co-Design: Patients, Families of Patients, Clinicians – Workshops, Hackathons

Adoption + Commercialization Pivots:

- Initial focus on Software as a Medical Device – regulatory pathway
- Pivoted to Clinical Decision Support for Certified Peer Support

camh

Canada's largest mental health teaching & global leader in research.

A4i™

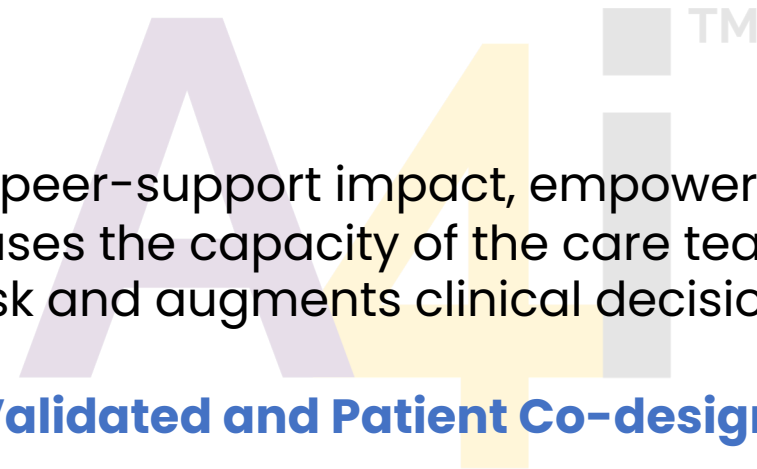
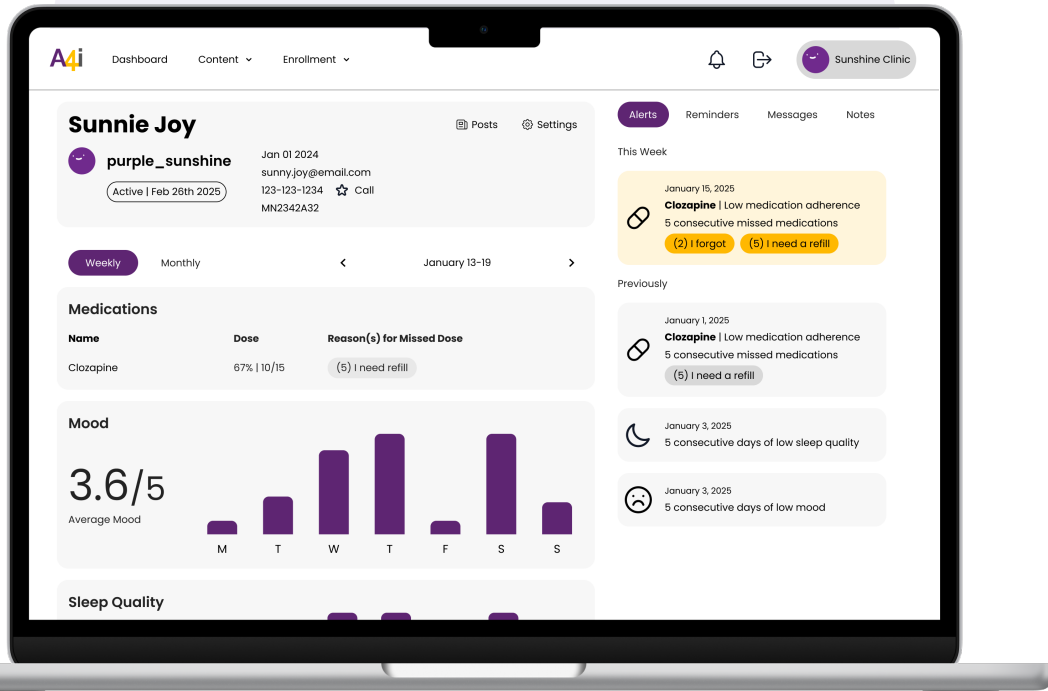
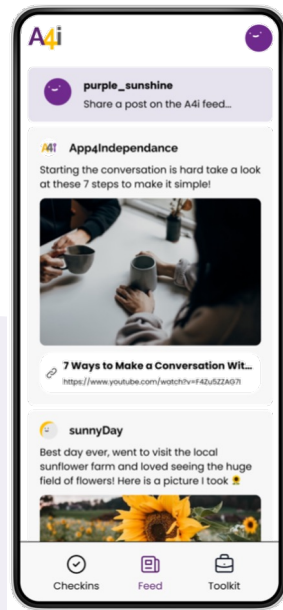
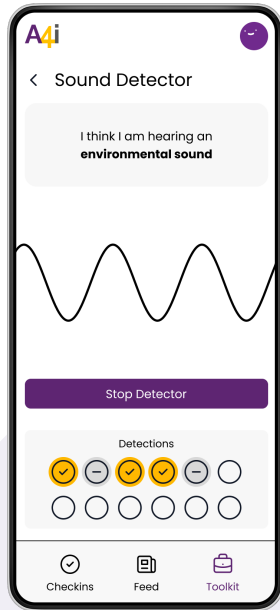
MEMOTEXT Platform for Co-Creation of Digital Patient Engagement & DTx



World Class Institutes, Clinical Divisions & Centres

CAMH's research programs and centres of innovation are leading studies that will help millions of people recover from depression, schizophrenia, bipolar disorder, dementia and more.





A4i scales peer-support impact, empowers patients and increases the capacity of the care team. AI predicts risk and augments clinical decision support.

Clinically Validated and Patient Co-designed

- Optimizes reimbursement
- Increases engagement
- Prevents readmissions



Hallucination Detector



Poor Sleep



Treatment Adherence



Poor Mood



AI Risk Detection



A4i commercial, clinical pathway

JLABS @ Toronto



Quickfire Challenge
Winners (2017)

2018



Paid 3-year commercial pilot with
CalMHSA and RUHS



CIHR IRSC
Canadian Institutes of Health Research /
Instituts de recherche en santé du Canada

CIHR funded randomized control
trial 2021-2023

2021



Pre-procurement pilot



OUd Codesign, beta build and
feasibility testing.

2023

2019



Feasibility and outcomes of a
multi-function mobile health
approach for the schizophrenia
spectrum: App4Independence
(A4i)

2022



Clinical adoption trial
2022-2023

2025



Pre-procurement pilot



Riverside county wide
implementation of A4i

A4i has proven in real-world scenarios to deliver a financial return of 2.5:1 ROI and support improved patient experience, cost containment increased provider capacity, resulting in improved care and accessibility.

Optimizing Technology for Care and Billing

Using the A4i platform Riverside University Health System has scaled their peer support program across their network of clinics, while keeping their peer resources centralized.

This has resulted in greater access to care for SMI patients and increased capacity for peer specialists. Resulting in improved financial and patient outcomes.

Some key highlights are presented here but more information can be found in the Riverside A4i Report.



\$4,000

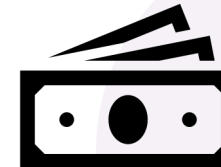
savings per patient per day from 10% hospital diversion at Riverside.

Cost containment enables earlier intervention and identifying at risk individuals for readmission.



\$2.5:1 ROI

After taking into consideration software, service and staffing costs for Riverside delivery



\$50,000+

of reimbursement per month related to peer support services

Revenue generation allows A4i optimized billing activity associated with work certified peer support specialists engaged in with patients.



80%

Visible patient improvements based on provider survey at Riverside.

Visible **patient improvements** through engagement with the application.

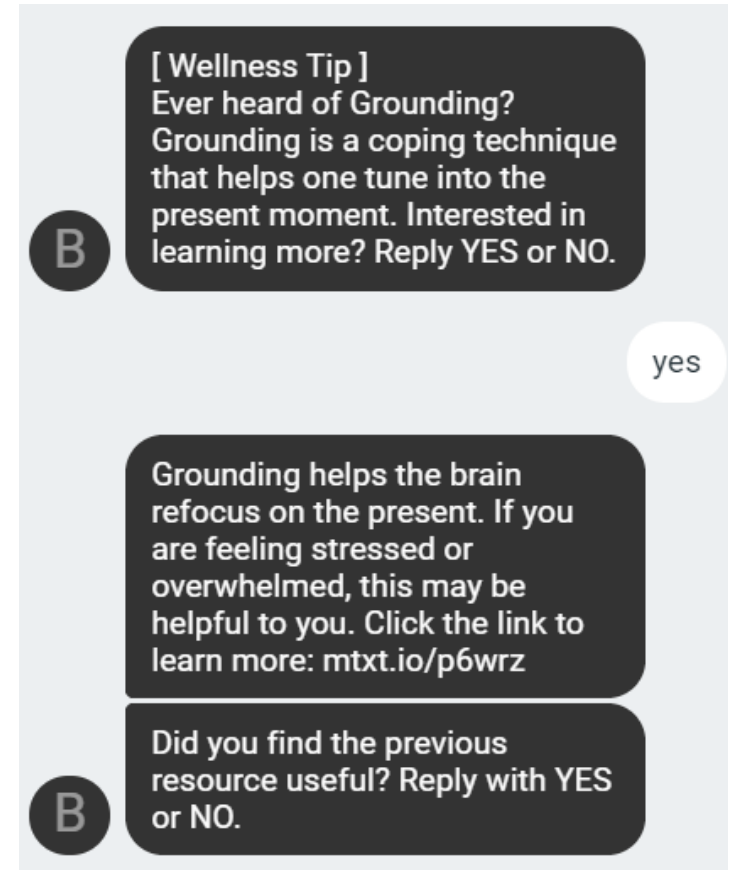


Automated Digital Mental Health Supports

BeWell

Digital Mental Health Navigation & Support
Accessible Texting Program

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



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

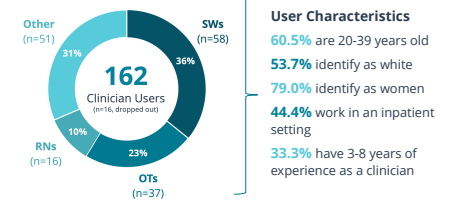
Participatory design methods were employed to design and tailor the BeWell program for mental health clinicians. An implementation plan was developed in partnership with clinician advisors to maximize awareness and uptake of BeWell

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

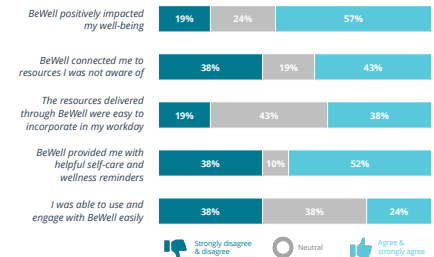
BeWell launched in May 2023 and concluded in October 2023. Those who enrolled in the program received weekly messages for 12-weeks consisting of wellness tools, professional development opportunities, and supportive messages.



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 blue navigation bar with 'JMIR Public Health and Surveillance', 'Journal Information', 'Browse Journal', and a 'Submit Article' button. The main content area features the article title, a thumbnail image of a woman holding a baby, and a list of authors with ORCID icons. A 'Citation' section on the right provides the full citation details, including the journal name, volume, issue, page number, DOI, PMID, and PMCID. At the bottom of the article preview, there are links for 'Article', 'Authors', 'Cited by (10)', 'Tweetaions (20)', and 'Metrics'. A URL is provided at the bottom: <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
<p>Oral Diabetes Medication & Testing Adherence</p>	<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

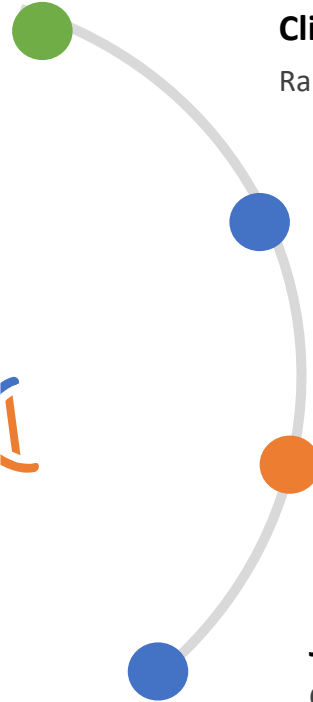
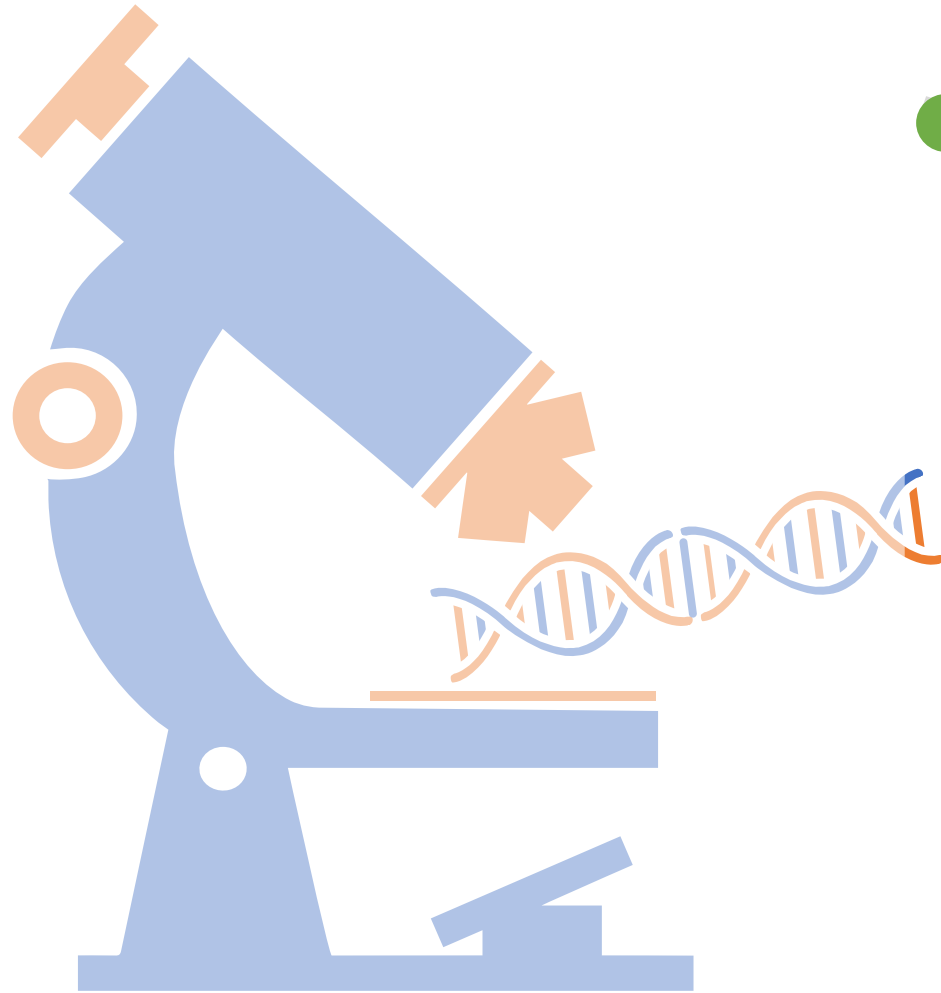
Accessibility focused SMS adherence, wellness and education program can be combined with chatbot based intake assessments.

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





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.



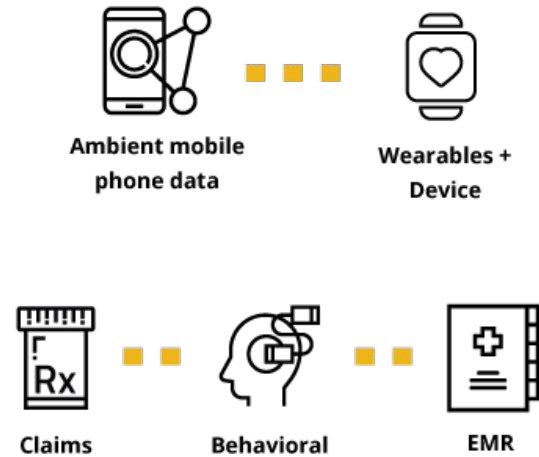
Data & Evidence Driven



Multi-Channel Communications



Actioning Critical Health Data



Relevant Across Multiple Healthcare Stakeholders



Thank you !!
Amos Adler M.Sc.
President, Co-Founder
416-520-3301
amos@memotext.com

<https://www.memotext.com>

Twitter: [@memotext](https://twitter.com/memotext)

LinkedIn: <https://www.linkedin.com/company/memotext-corporation/>