

MedAdvisor extends Manufacturer Relationships to accelerate Clinical Trial Recruitment

- MedAdvisor to leverage its extensive patient connectivity and insights to connect eligible patients with selected clinical trials, meeting a global need.¹
- Clinical trial recruitment is a \$2bn industry that is currently serviced by inefficient and costly methods
- Improving clinical trial recruitment reduces the lead time between drug discovery and drug marketability, improving access to new medications and treatments
- MedAdvisor has the capability to invite eligible patients to the screening process and greatly reduce time and cost associated with clinical trial recruitment
- MedAdvisor has now completed 4 small scale trials and will be actively offering this service to existing and new clients

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to announce it is expanding its existing revenue streams to also include clinical trial recruitment.

Patient recruitment for clinical trials is a \$2 billion industry with significant challenges in finding the most eligible patients in a cost effective and timely manner. 80% of trials are delayed due to issues recruiting the required number of patients. The average time to get a trial started in Australia is 237 days and it takes on average between 10 to 12 years from drug discovery to availability of that drug on market.

Patient recruitment represents a significant bottleneck in the drug development process, with up to 45% of study delays of 6 months or more, being attributable to patient recruitment challenges. Current methods of clinical trial recruitment (including community outreach, social media and advertising spends) are costly and ineffective, offering little to no improvement on overall recruitment outcomes.

The Hon Greg Hunt (Federal Minister for Health) announced in June 2018 that the Federal Government is supporting the ambition for Australia to become a global leader in Clinical Trials with funding for various initiatives so that Australians will have greater access to the world's best medical breakthroughs.

MedAdvisor is well positioned to leverage both its existing manufacturer relationships and its significant patient database of over 1 million connected users to assist in addressing this market need, ultimately delivering improved health outcomes for patients by reducing the cost and time taken to achieve clinical trial recruitment.

MedAdvisor has the advantage of identifying patients who meet certain inclusion criteria, i.e. those on certain medications, location proximity to trial sites, age and other demographic attributes. MedAdvisor has already proven to be an effective channel at identifying eligible patients, generating patient interest and initial screening, having already completed 4 small scale clinical trial recruitment programs.

Of the 4 trials completed, the recruitment process was open for less than 2 weeks before milestones were achieved. This capability is unique in the Australian market and reflects the



market position of MedAdvisor. Given the targeted nature of the approach, MedAdvisor can also target efforts geographically or by trial site availability which can smooth the workload for trial administrators.

Revenue is charged on a set up and per eligible patient fee basis. As the volume of trials increase, the opportunity to reach more patients to access new and innovative medicines will improve.

MedAdvisor CEO, Robert Read said "We believe this is a win for patients and a win for innovative pharmaceutical and biotech companies who globally have struggled to find efficient methods of clinical trial recruitment. Given a patent life is fixed, the cost of each week of delay is 1 week at full global sales for that product before the patent ends, not to mention 1 week longer before patients can access therapy".

---ENDS---

For more information

Carlo Campiciano, CFO
MedAdvisor
Tel: +61 3 9095 3036
corporate@medadvisor.com.au

Jennifer Duraisingam
Corporate Communications Manager
Tel: +61 3 9095 3036
jenniferd@medadvisor.com.au

About MedAdvisor

MedAdvisor is a world class medication management platform focused on addressing the gap and burden of medication adherence. Founded with a desire to simplify medication management, the highly automated and intuitive Australian software system connects patients to their community pharmacy, providing them with real time access to their personal medication records. Available free on mobile and internet devices, the platform also incorporates a variety of valuable and convenient features including reminders and pre-ordering of medications, which together improves adherence to common medications by approximately 20%.

Since launching in 2013, MedAdvisor has welcomed over one million users through its connections with ~50% of pharmacies and thousands of GPs across Australia.

ⁱ <https://www.businesswire.com/news/home/20150130005621/en/Research--Markets--New--2015--Trends--Global--Clinical>