

# MedAdvisor



MedAdvisor improves health outcomes, placing patients at the centre of connected health platforms



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## Australian Pharmaceutical Market

The Australian market is worth \$10+ Billion AUD



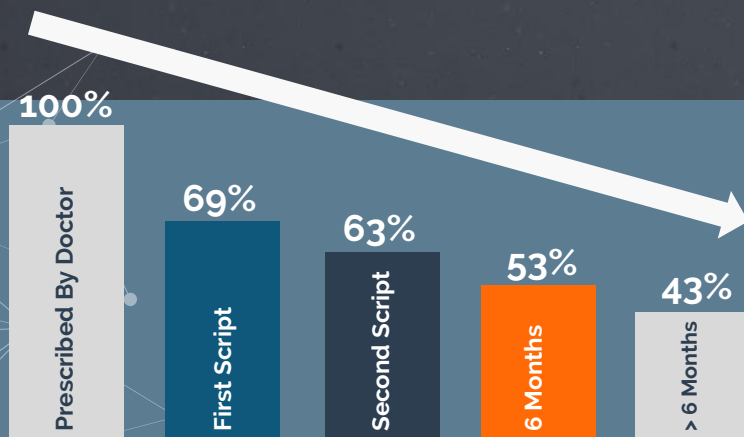
288 million Prescriptions issued annually in Australia

### Significant global problem

Nearly \$500 billion USD of avoidable healthcare costs internationally relate to poor medication adherence and related issues.



**MedAdvisor**  
boosts adherence by up to **+20%**



Adherence levels drop significantly over the course of six months



## MedAdvisor Pre Listing Update

MedAdvisor offers the most popular web and mobile apps in the medication/pharmacy sector in Australia – with the highest downloads in Apple and Android stores since late 2013.

Over **1300** of Australia's pharmacies subscribed to the MedAdvisor service since launch in late 2013.



### Who?

MedAdvisor is an Australian software company **designing and commercialising world class software** for medication management on mobile and internet devices



### What?

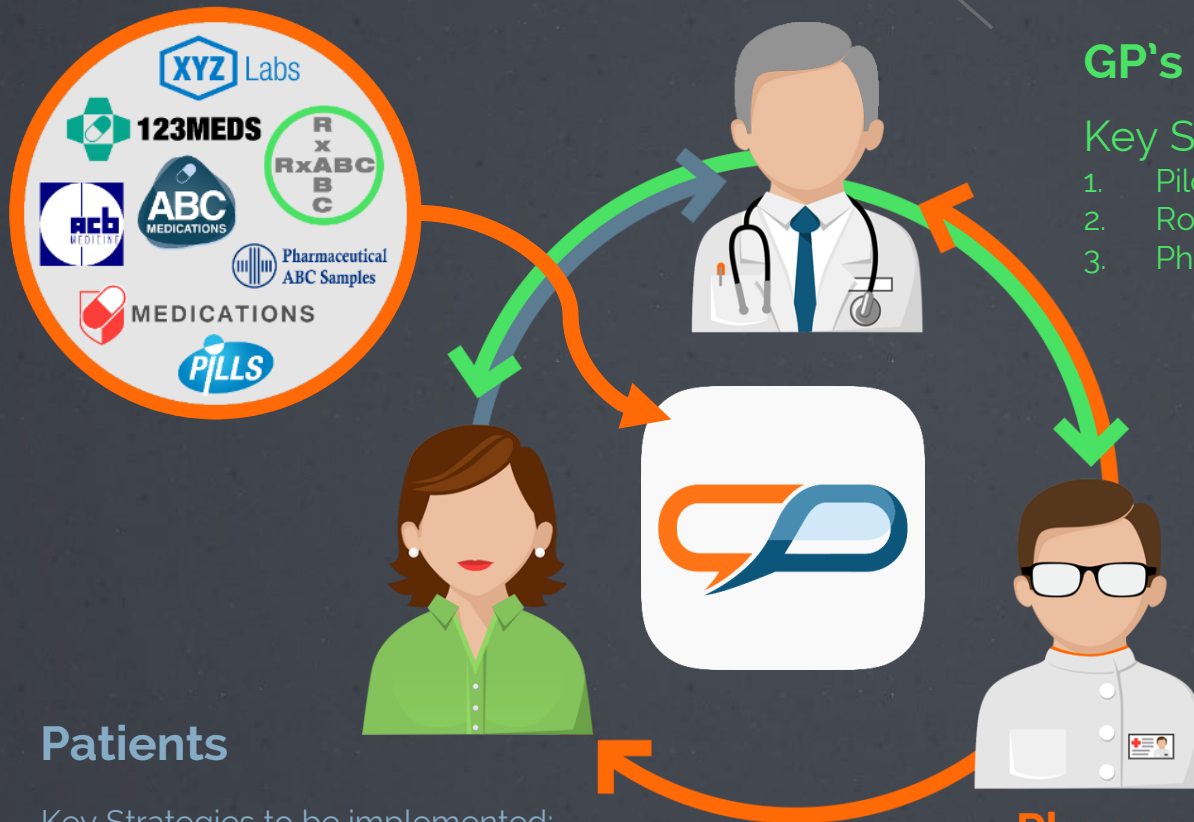
MedAdvisor's platform is addressing an important **gap in personal medication adherence**



### How?

MedAdvisor is directly addressing an **issue which is estimated to cause nearly \$500 billion USD in avoidable cost** internationally each year

Attracting Consumers to the platform will be driven by new funds from RTO



## GP's

Key Strategies to be implemented:

1. Pilot H1 CY16 for Tap to Generate Script
2. Roll out completed in CY16
3. Pharmacy and GP training

## Patients

Key Strategies to be implemented:

1. Digital Activation
2. Targeted Media
3. Key Influencers – disease state, hospitals
4. BUPA

## Pharmacists

Key Strategies to be implemented:

1. Pharma Field Force
2. Direct Sales/Web
3. Trade Marketing



# Investor Update



## New Pharmacies:

- ✓ Increasing presence in underrepresented NSW
- ✓ Apotex field force trained and started signing up stores
- ✓ Other large groups advanced in terms of endorsement and support
- ✓ Building network of MTAC clients



## Consumers

- ✓ Increased patients uptake of MedAdvisor achievable through small budget spending
- ✓ Positive use of PR and press coverage to increase consumer awareness
- ✓ A number of hospitals indicating interest in activating patients on MedAdvisor
- ✓ Digital and Media campaign to be accelerated from RTO proceeds in H1 CY16



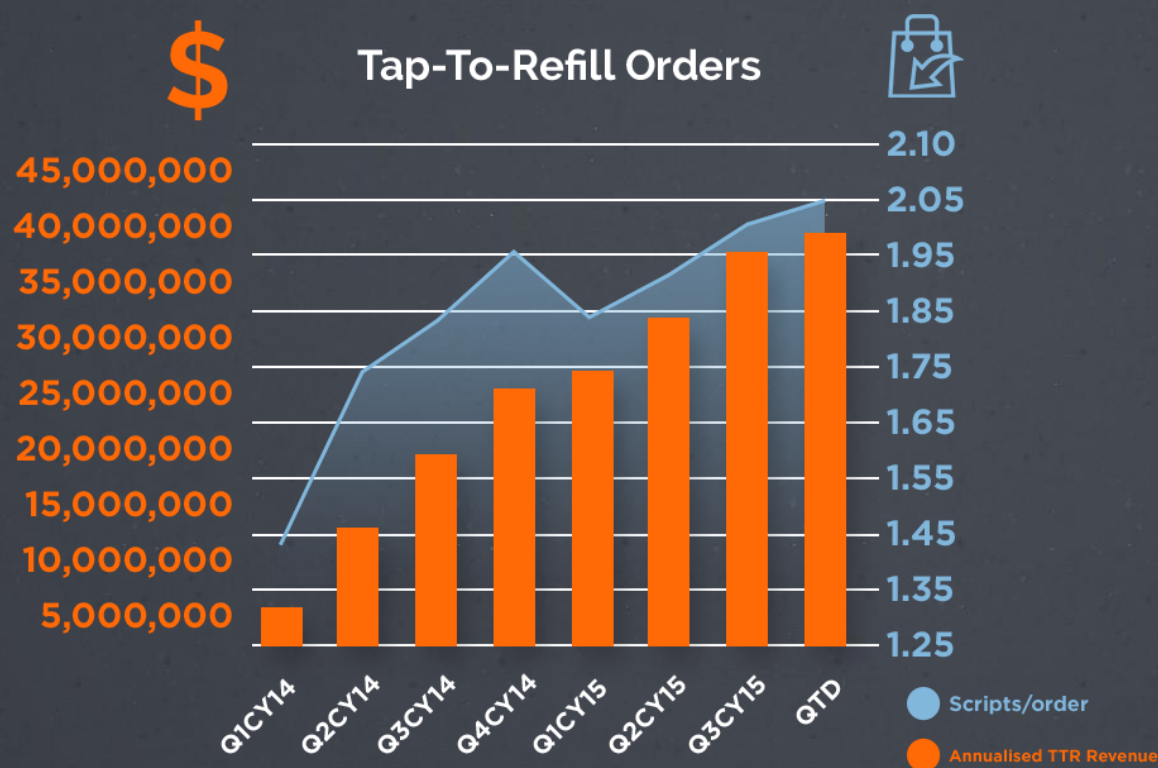
## GPs

- ✓ Development of module underway with plan for initial pilot expected to roll out in Q1



# Driving consumer uptake will be focus of next 12 months

*Patient engagement with MedAdvisor is growing as measured by Tap to Refill growth*



**Ave Annual Revenue per patient**

**\$10+**

**Patient Deletions**

**<1%**

# PR, Media and Case Study Success

MedAdvisor has received significant exposure in national and regional media recently, and has collected a great range of positive patient and pharmacist case studies and feedback.

**SkyNEWS:** <http://bit.ly/1LKfPCf>

