

ASX ANNOUNCEMENT

22 January 2016

Painaustralia launches MedAdvisor Patient Pain Education Program

Melbourne, 22 January 2016: MedAdvisor Limited (**ASX:MDR**) an Australian software developer focused on improving health outcomes by placing patients at the centre of connected health platforms, today launches a Patient Pain Education Program at Amcal Tooronga, in partnership with Painaustralia.

The Patient Pain Education Program will work to improve the quality use of medicines by delivering educational messages directly to patients via smartphone, tablet or web browser. By use of electronic prompts, patients are educated on the safe and effective use of Schedule 3 (S3) codeine analgesics, thereby reducing the risk of addiction and serious side effects.

MedAdvisor CEO, Mr Robert Read, said: "Whilst IT tools which facilitate real-time prescription monitoring can greatly assist prescribers and pharmacists in controlling the supply of medications, we believe it is important to develop 'patient focused' solutions.

"Addiction cycles often begin with unintended misuse of codeine-based products. The tool MedAdvisor is launching today works to support and educate patients at the time they are using these medications. We believe MedAdvisor's program will be an important element of a holistic solution for minimising medication misuse and abuse."

Misuse of codeine-based medications is a growing problem in Australia, with a recent *Medical Journal of Australia* study stating that deaths linked to painkillers containing codeine have more than doubled since 2000. According to the same study, the number of Australians being treated for codeine addiction has more than tripled over the decade to 2012-2013, to more than 1000 a year.

In response, the Therapeutic Goods Administration (TGA) is considering rescheduling codeine as a Prescription Only Medicine. Healthcare professionals and pharmacists believe the key to addressing codeine abuse is the establishment of a national real-time prescription monitoring system.

Ms Lesley Brydon, CEO of Painaustralia, said: "Systems that identify misuse are not new, but systems which involve the patient and provide education are a recent innovation. To be effective, programs targeting serious issues such as codeine addiction must be patient-focused.

"The prevalence of smartphones and devices means that we can empower patients to manage their own health and MedAdvisor is ideally placed to play an active role in alerting patients to the beginning of an addiction cycle."

Mr Read said: "In addition to delivering patient education, the MedAdvisor system also captures real time dispense data and can, where appropriate and following privacy legislation, share

visibility of dispenses across pharmacies. MedAdvisor can offer an effective and immediate solution for real time prescription monitoring.”

As part of the first phase of the program, pharmacists will dispense S3 codeine analgesics using the pharmacy dispense system, but to receive the education information, patients will be required to register for MedAdvisor’s free app. The patient’s profile on MedAdvisor will be updated with the recording of codeine based sales, after which, the app will send a series of messages to the patient that reinforce information provided by the pharmacist about the safe and effective use of codeine analgesics. The messages will also highlight the risks of long term use, signs of addiction and provide general pain management advice including referral pathways.

Phase 1 program puts patients at the centre of codeine risk reduction and addiction prevention strategies, and in future, could be expanded to include any Schedule 4 and Schedule 8 medication subject to abuse, such as benzodiazepines and opiates.

More than 115,000 Australians are already using MedAdvisor’s free medication management program, which is connected to more than a quarter of all Australian pharmacies. MedAdvisor is free for patients to use.

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About MedAdvisor

MedAdvisor is an Australian software systems developer focused on addressing gaps in personal medication adherence. MedAdvisor’s free app connects to pharmacy dispensing systems to automatically retrieve medication records and drive an intelligent training, information and reminder system to ensure correct and reliable medication use. It was the most downloaded pharmacy or medication-related app in Apple and Android stores in Australia in 2014 and 2015, and is being used by more than 100,000 Australians. A quarter of all Australian pharmacies subscribe to the MedAdvisor software platform.

MedAdvisor has established sales and marketing partnerships with private health insurer, BUPA, and has training and service contracts with top tier global pharmaceutical companies, including GSK, AstraZeneca, UCB and Apotex.

About Painaustralia

Painaustralia is a national network of consumer and health care organisations formed in 2011 to facilitate implementation of the National Pain Strategy. Our mission is to improve the quality of life for people living with pain and their families, and minimise the burden of pain on individuals and the community.

National Pain Strategy: The National Pain Strategy provides a framework for delivering best-practice assessment, treatment and management of acute, chronic and cancer pain, with a focus on improving access to interdisciplinary pain services at all levels of the health system.

For more information

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