

ASX ANNOUNCEMENT

18 March 2016

MedAdvisor launches first phase of highly anticipated *GP Link* program

First-in-class program completes integration of connected health platform

GP Link designed to enhance doctor-patient interaction

GP Link to provide future revenue stream to MedAdvisor

Melbourne, 18 March 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 the first phase of its *GP Link* program.

The first phase of the program will allow MedAdvisor to gather data and feedback from doctors as they test the two main functionalities: patient adherence tracking and remote prescription re-issue.

MedAdvisor CEO, Mr Robert Read, said: "We are very excited to launch MedAdvisor's highly anticipated *GP Link* feature. *GP Link* represents the final building block in our integrated health platform that connects patients, pharmacists and GPs, with the goal of influencing superior individual health outcomes.

"*GP Link* will strengthen doctor-patient relationships, allowing doctors to access patients' medication adherence profiles, enabling more accurate consultation, and reinforcing the role of the patient's regular doctor as the primary healthcare provider. It provides patients with convenient features including reminders to see their doctor for a new prescription and also being able to request repeat prescriptions from their chosen doctor via their smartphone.

"As a first mover in this space, MedAdvisor is poised to capitalise on significant opportunities in the short to mid-term, and we look forward to reporting back to the market on the uptake and success of *GP Link*."

Dr Frank Barbagallo, a General Practitioner in Deepdene, Victoria, said: "Any tool that provides GPs with more evidence to make better clinical decisions and reduce the fragmentation of care is welcomed. As GPs, we will be looking forward to the successful first phase of this program so that it can be more widely rolled out. MedAdvisor looks to be an exciting practical innovation to assist primary care."

National Pharmacies has made the MedAdvisor program available at its 54 pharmacies across Victoria, South Australia and New South Wales.

Sam Laing, Development Manager for National Pharmacies, said: "We are focused on enhancing the everyday wellbeing of our members and we feel strongly that the MedAdvisor platform is able to improve the quality of people's lives by helping them to manage their

medications safely and effectively. We applaud the addition of the GP Link, making this a connected healthcare platform which will result in better health outcomes for our patients. The program is already being used by over 10,000 patients across the National Pharmacies network."

MedAdvisor will derive a revenue stream from *GP Link* in the future by allowing low-risk patients to electronically request repeat prescriptions and have these issued.

In a recent survey of over 11,000 MedAdvisor users, 87 per cent of respondents indicated the ability to request new prescriptions from their GP would be a useful feature.

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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 130,000 Australians. A quarter of all Australian pharmacies subscribe to the MedAdvisor software platform. By January 2016, MedAdvisor's convenient Tap-to-Refill feature had resulted in one million prescription refills by Australian consumers,

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. MedAdvisor has a Health Association Partnership with Epilepsy Queensland.

For more information

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