

## ASX ANNOUNCEMENT

20 October 2016

### Bupa to Support MedAdvisor Introduction to Patients Leaving Hospital

#### Highlights

- MedAdvisor has extended its existing relationship with Bupa into certain Healthscope Hospitals, via the "Always Events" agreement
- MedAdvisor platform is now being offered to Bupa patients as they are discharged from certain Healthscope Hospitals to help manage their medications as they return home
- 12% of all admissions to hospital are medication related, increasing to 20-30% for over 65 year olds
- Partnership helps encourage the transition from hospital to home, providing substantial health system benefits
- Strong market validation for the Company's technology platform and strengthens value proposition as a market leading provider of medication management software

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce that it has extended its partnership with Bupa Australia and New Zealand. As part of the Healthscope and Bupa program called 'Always Events' which tackles the issue of medication-related hospital readmissions, the Company's platform will be offered to Bupa patients on discharge from certain Healthscope owned hospitals.

Healthscope is one of Australia's largest providers of private hospitals and medical centres in Australia and many Bupa patients use Healthscope hospitals for their health needs. Bupa Australia and New Zealand is global private health insurer, with over 6 million Australian and New Zealand customers.

The Australian Commission on Safety and Quality in Health Care, which has identified improving the safety and quality of medication usage in Australia as one of its priorities, estimates that 12% of all medical admissions to hospital are medication related. This number increases to between 20–30% for patients aged over 65-years.

MedAdvisor's platform has been selected for Healthscope and Bupa's Always Events agreement as the medication management software platform. Through Always Events, Bupa and Healthscope aim to reduce hospital medication-related readmissions for Bupa patients discharged from Healthscope hospitals, by ensuring patients receive quality communication and support for taking their medications correctly when they return home. The "Always Events" program will initially be rolled out in four of Healthscope's 50 hospitals.

MedAdvisor already integrates medicine related information and communications between patients, pharmacies and GPs. By ensuring patients use medication safely, effectively and on-time it will assist patients to take control of their medications and improve their medication adherence by up to 20% post-discharge, in collaboration with enhanced communications and follow-up.

MedAdvisor's selection as the medication management platform for Always Events further strengthens the Company's value proposition as a market leading provider of medication management software.

The Always Events medication program will initially run throughout Sunnybank Private Hospital in Queensland, Norwest Private Hospital in New South Wales, Como Private Hospital in Victoria and Darwin Private Hospital in the Northern Territory.

**Mr. Robert Cooke, Healthscope Managing Director and CEO**, said: "Always Events are the important, non-negotiable elements of healthcare that should always occur for all patients.

"The initial focus of this agreement is on improving medicine use, with a program to provide end-to-end medication support for high-risk patients.

"Our responsibility does not end on discharge – our patients will receive continued assistance with their understanding and use of medication which will also help reduce readmissions.

"With half the population holding private health insurance, coupled with the steady increase in private hospital demand, the provision of quality, patient-first healthcare has never been more important," added Mr Cooke.

**Dr. Dwayne Crombie, Managing Director of Bupa Health Insurance**, agreed, pointing to the current government, industry and healthcare provider focus on better integration and coordination of the health system.

"This agreement is an example of how the private sector is taking action to improve the coordination of the health system and ultimately provide better patient care," said Dr Crombie.

"At a time when system waste and inefficiencies are rightly being scrutinised, this is an approach that makes sense for everybody – consumers, hospitals, insurers and the broader health system all win when patients receive a quality outcome – not just a service.

"Collaboration remains the key to targeting the health system's issues and we look forward to working with Healthscope to expand the Always Events approach across further aspects of patients' care."

**Robert Read, CEO of MedAdvisor commented:**

"We are pleased to extend our platform into the hospital setting for Bupa patients discharged from Healthscope hospitals. Having already worked with Bupa for 2 years, this represents an expansion of our relationship and provides strong credibility for our platform.

"MedAdvisor is actively used by over 230,000 patients who can manage their medications through any internet connected device and a network of over 30% of Australia's pharmacies. With this reach now set to grow substantially to over 500,000 patients and circa 45% of pharmacies as we complete our acquisition of Healthnotes, MedAdvisor is gaining considerable traction in the medication adherence market.

"We look forward to working with Bupa to improve patient outcomes by helping recently discharged and high risk patients manage their medication as they return home."

**-ENDS-**

## **For more information**

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## **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 local 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 by approximately 20%.

Since launching in 2013, MedAdvisor has over 230,000 registered users and is connected with a third of pharmacies across Australia. With the recent GP software integration enabling patients to order script renewals remotely from their doctor; MedAdvisor continues to lead the way in delivering innovative patient centred health solutions.

## **About Healthscope**

Since its inception in 1985 Healthscope has grown to become Australia's largest provider of integrated healthcare.

Healthscope plays a vital role in the health and wellbeing of Australians working cohesively within the medical community to offer innovative services.

Healthscope provides private hospital and medical centre services in Australia and has an international pathology presence in New Zealand, Malaysia, Singapore and Vietnam.

## **About Bupa Australia and New Zealand**

Bupa is a diverse health and care group which has been committed to a purpose of longer, healthier, happier lives for close to 70 years.

In Australia and New Zealand, Bupa supports over 6 million customers through a broad range of health and care services including health insurance, aged care, rehabilitation, dental, optical, medical, hearing and medical visa services.

Employing more than 18,000 people, we believe that we can make a real difference to the lives of Australians and New Zealanders through our values, purpose and the way that we deliver personalised care.

With no shareholders, we are able to reinvest our profits into improving the quality of health and care services. Since 2002 we have reinvested approximately \$6bn in Australia and New Zealand, while the Bupa Health Foundation has invested over \$26 million to support more than 100 health and care projects.