

1 July 2020

MedAdvisor strikes strategic alliance with NASDAQ-listed HMS to accelerate US growth

Expands addressable US market to include insurers, pharmaceutical companies, pharmacies, patients and GPs

- Strategic Alliance Deal with HMS opens a new market segment of insurers and payors in the US for MedAdvisor and support joint activities in Australia
- MedAdvisor will integrate with HMS' health engagement platform to support up to 100 million insured lives
- MedAdvisor expects to generate revenue for Secure Digital Messages that are sent to patients of HMS' client base
- HMS' engagement platform has deployed 865 million unique outreaches since 2016; and can handle more than one million outreaches in a single week.
- New technology is expected to increase completion rates for HMS' health programs in the US and provide an enhanced product to their customers
- This Secure Digital Product expected to go live in Q2 FY21

Melbourne, Australia, 30 June, 2020: Med-tech company MedAdvisor (ASX: MDR), today announces a Strategic Alliance Agreement with US-based [HMS](#) (NASDAQ: HMSY), a leading provider of payment accuracy and population health management solutions. .

HMS, a MedAdvisor shareholder, works with 350 US health insurance companies and more than 40 government bodies which pay medical bills on behalf of patients in the US to better engage patients and to improve medication adherence and overall health outcomes.

HMS' health engagement solution helps health insurers communicate with millions of US patients every year to help them improve health outcomes. This strategic alliance will facilitate MedAdvisor's ability to integrate with HMS' health engagement platform for up to 100 million insured lives.

Specifically, this core integration will enable a deep connection between HMS' health engagement solution Eliza and MedAdvisor's health programs platform to enable healthcare organisations to proactively communicate and deliver the right message, to the right person at the right time. The integration will broaden the scope of HMS' US-health programs beyond traditional interactive voice response (IVR) outreach to include secure digital functionality - including the use of web-based content, SMS and other rich content. It is expected that this new product will go live in the market in Q2 FY21.

This is expected to enhance the response rates and engagement that HMS can provide to their existing and new clients. HMS' engagement solution has deployed 865 million unique outreaches since 2016; and its highly scalable and proprietary technology systems can handle more than one million patient outreaches in a single week.

Through this deal, MedAdvisor expects to generate revenue for each of the secure digital messages that are sent on behalf of HMS' clients. MedAdvisor expects that there is strong market appetite for this service and over time could represent a significant portion of the existing outreach volume.

The deal is for 3 years with standard termination and commercial confidentiality provisions. All commercial arrangements will be governed by this agreement and the commercial terms will be separately negotiated under discrete Statements of Work. All material clauses have been disclosed.

Commenting on the news, MedAdvisor CEO Robert Read said: *"This deal opens up a new addressable patient population beyond our existing partnerships. It also adds the potential to bring a different sponsor for our health programs, in the US health insurer, while leveraging the same MedAdvisor global technology platform. HMS has a significant pipeline of opportunities to work collaboratively in the US and Australia and we look forward to working with them under our new Strategic Alliance Agreement."*

Emmet O'Gara, HMS' Group President, Population Health said: *"We have been impressed with MedAdvisor's capability to help patients around the globe. MedAdvisor's technology is ideally suited to the HMS customer base and this strategic alliance provides the framework to commercially work together. The initial agreement will support our clients and patients with a secure digital tool with the goal of improving health outcomes and ROI for our customers."*

MedAdvisor and HMS already have prototype health programs being assessed showing promising results and building confidence about the market acceptance of these.

MedAdvisor Chief Revenue Officer Steve Watt said: *"As MedAdvisor pushes further into global markets, partnerships like this will help accelerate revenue growth and customer acquisition. This integration broadens MedAdvisor's sponsor reach in the US beyond pharmaceutical companies and pharmacies to now include payors or insurance companies. The MedAdvisor and HMS solutions complement each other nicely and together we can help improve patient health outcomes and reduce medical complications."*

- ENDS -

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About MedAdvisor

MedAdvisor is a world-class medication management platform that empowers users to more simply manage their medication and improve adherence. MedAdvisor's highly automated and intuitive software system connects users to tools and education materials from their local/preferred pharmacy. In Australia, MedAdvisor has connected over one million users through 60% of Australian pharmacies and a network of thousands of GPs. MedAdvisor has recently partnered with Adheris & HMS in the US, Zuellig Pharma in Asia and launched into the UK on track to become one of the largest players in the global digital adherence market. In 2018 and 2020, MedAdvisor was recognised in the AFR Fast 100.

About HMS

HMS advances the healthcare system by helping healthcare organizations reduce costs and improve health outcomes. Through our industry-leading technology, analytics and engagement solutions, we save billions of dollars annually while helping consumers lead healthier lives. HMS provides a broad range of payment accuracy and population health management solutions that help move the healthcare system forward.

Authorised by:

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