

## ASX ANNOUNCEMENT

22 March 2019

### **MedAdvisor partners with Adheris Health, the leading US provider of dynamic patient adherence and engagement solutions, to accelerate rollout in US market**

- MedAdvisor has signed an initial 12-month Digital Partnership Agreement with Adheris Health, the leading provider of dynamic patient adherence and engagement solutions to US biopharmaceutical customers;
- Adheris Health provides dynamic patient performance programs through the largest comprehensive US network for patient and prescriber access reaching ~197m US patients per year across a network of 26,000+ pharmacies, and through relationships with the top 100 US retail-dispensed branded pharmaceutical manufacturers, including the US arms of many of MedAdvisor's existing Australian clients;
- Under the agreement, Adheris Health will promote and jointly sell MedAdvisor-powered digital adherence programs in the US to its existing pharmaceutical clients as an extension of its suite of patient performance solutions;
- MedAdvisor's US market entry to lead with launch of MedAdvisor's health services marketplace. Strong demand has been identified for sophisticated digital adherence programs enabled by MedAdvisor's global technology platform; Revenue from the combined proposition will be derived on a per patient, per communication basis and is expected to begin in CY2019.

**Melbourne 22 March, 2019** - MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication management company, is pleased to announce it has signed an initial 12-month Digital Partnership Agreement with Adheris Health, the leading provider of dynamic patient adherence and engagement solutions. The relationship/partnership will offer extended digital adherence programs to Adheris Health's pharmaceutical clients and across its retail pharmacy network.

#### **About Adheris Health**

Adheris Health, a Syneos Health Company, is a leading provider of dynamic patient adherence and engagement solutions.

With customized patient behavioral models built on extensive data insights and analytics, Adheris Health has the ability to communicate with varying patient types as they move throughout their individual patient journeys – in the doctor's office, at the pharmacy and in their home – through their extensive and proprietary data-driven platform.

By targeting patients at the intersections of care with unique, dynamic, adaptable programs, patients receive the comprehensive support required to continue with therapy, resulting in improved success for all stakeholders – patients, providers and brands.

Adheris Health currently reaches over 197m patients on behalf of 26,000+ pharmacies, and has the largest network for patient and prescriber access in the US with access to 197 million patients, 295k prescribers, and direct access to 2.2 billion prescriptions per year.

Adheris Health is part of Syneos Health, a US\$7B company listed on Nasdaq (Nasdaq:SYNH) that provides integrated clinical and commercial solutions to biopharmaceutical customers

### **Digital Partnership Agreement**

The initial 12-month Digital Partnership Agreement focuses on extending Adheris Health's current suite of adherence and engagement solutions to include SMS & web-based offerings powered by MedAdvisor. There has been expressed strong interest from the US pharmaceutical market in increasing their reach through digital channels and the partnership is expected to generate revenue in CY19.

MedAdvisor will derive revenue in a similar way to Australia for Patient Engagement Programs that are sold to large pharmaceutical companies in Australia. MedAdvisor will charge a set up fee and a per patient fee relating to the size and complexity of the campaign.

Building upon the Australian experience of these types of programs in improving medication adherence in target patient pools, MedAdvisor and Adheris Health will explore the impact of multidimensional communications on patient behaviour. MedAdvisor's timely investment in globalising its product platform over the past 6 months has been crucial in enabling it to enter this partnership and to support the sophisticated requirements of US-centric medication adherence and engagement programs.

**Keith Kiarsis, President of MedAdvisor Welam USA**, commented: "Adheris Health has been the US leader in patient adherence and engagement programs for over 25 years. They have generated significant revenue from their proprietary and patented technology, patient delivery systems and measurement. These programs have demonstrated significant adherence improvement across virtually all classes of medications dispensed through retail chains. Through this partnership MedAdvisor will be able to combine our market leading digital capabilities with Adheris Health's impressive network scale and extensive patient performance and clinical program design expertise. The resulting combination will be an unmatched multidimensional approach to patient support in the US, a market more than 10 times the size of Australia."

**Robert Read, CEO of MedAdvisor**, added: "We have been working toward this moment for the past 6 months. Aside from investing in business development in the US, we have significantly evolved our Australian product into a global product that meets ISO27001 security standard and US HIPAA regulations. Furthermore, the investment in globalizing our technology platform is beneficial in the US, in Asia via

our joint venture with Zuellig Pharma (previously announced) and in time, in Australia.

It is validating for our global expansion strategy that Adheris Health, the leader in dynamic patient adherence and engagement solutions in the largest pharmaceutical market in the world, has chosen to partner with MedAdvisor for expanded digital solutions for their clients, and we look forward to working with them now and in the years to come."

**Michael Skovira, President of Adheris Health**, commented: "By bringing together Adheris Health's extensive reach and deep adherence knowledge with MedAdvisor's digital offering, we're creating a better patient experience at scale. By adding this innovative digital capability to our suite of dynamic patient performance solutions, we'll have the ability to provide customers with even more opportunities to influence positive patient behavior and drive improved outcomes."

The parties will begin to market the programs from March 2019 with programs and revenue expected to commence in Q3 CY19.

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#### **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 community 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 to chronic medications by approximately 20%.

Since launching in 2013, MedAdvisor has welcomed over one million users through its connections with ~55% of pharmacies and a network of thousands of GPs across Australia. MedAdvisor was recognised in the 2018 AFR Fast 100 at position 23.

MedAdvisor Welam is the operating name of MedAdvisor in the USA and it is promoted as Welam Health.

## **About Adheris Health**

Adheris Health, a Syneos Health™ company, provides dynamic patient performance programs that activate patients, improve outcomes and elevate brand performance.

By leveraging the largest comprehensive networks for patient and prescriber access in the US, we support the patient through the most critical moments of care to ensure they stay on their prescribed therapy to maximize both brand and patient performance. Learn more at [adherishealth.com](https://adherishealth.com).