

About MediSafe

MediSafe is the leading medication management platform – connecting patients and health providers to improve health outcomes and better understand how people take medication. Inspired by the accidental insulin overdose of its co-founders' father, MediSafe's intuitive, singularly designed mobile app – now the most downloaded and highest rated in its category – was first to sync medication reminders between devices of families and caregivers. The MediSafe platform now includes web and SMS sync via branded solutions with pharmaceutical companies, HMOs, pharmacies, electronic medical/health records companies (EMR, EHR) and more. MediSafe also aggregates anonymous patient behavior data for pharmaceutical and healthcare companies, serving as a bridge between patients and health providers, improving health outcomes while benefiting all stakeholders across the healthcare ecosystem. MediSafe's App can be downloaded from both Google Play and iTunes. For more information, visit www.MediSafeProject.com.

5 Key Message Points

Used for both PR pitching and spokesperson's media interviews. These points should clearly differentiate the company from its competitors, and highlight what makes it unique and successful.

1. The leading medication management platform – first to sync mobile device medication reminders between family members and caregivers, MediSafe now includes web and SMS/phone sync via branded solutions with pharmaceutical companies, HMOs, pharmacies and other healthcare providers; the mobile app component is the most downloaded and highest rated in the medication management category

2. Connecting patients & medical professionals – MediSafe closes the loop between patients, doctors, nurses and hospitals via simple APIs for healthcare providers' Electronic Medical Records (EMR) and Electronic Health Records (EHR) systems, which sync prescriptions and take-as-directed instructions to patients, while transmitting secure, medication usage data back to users' individual medical providers

3. Big Data helping Big Pharma understand patients – MediSafe also helps pharmaceutical companies and healthcare providers better understand how people take medication via anonymous, aggregated patient behavior data, including relevant gaps and trends; as mobile operating systems begin integrating more user health data, and new wearable devices come online, MediSafe will combine users' health metrics with its medication management data, offering companies in the healthcare ecosystem a true view of optimal dosage behaviors

4. Unmatched User Interface – with users' 5-star reviews describing it as "clean," "well designed," and "easy to use," MediSafe has made it a priority to give people an intuitive experience, where they personalize profile avatars & medication icons, and use touchscreen functionality to drag & drop medication into a virtual pillbox; MediSafe's mobile app component has received more than forty times the number of user reviews than any other medication management application

5. Praised by Business, Academia, Tech Giants – FastCompany magazine called MediSafe the "4th most innovative healthcare company," Stanford University declared MediSafe the winner of the Digital Health World Cup, and MediSafe's mobile component is the only app to receive "Top Developer" status from Google in the medication management category; business, academia and the tech world recognize MediSafe's power as a data-driven medication management platform to understand the reasons why users don't always take their medication – and connect this information to hospitals, caregivers, pharmacies and more to improve health outcomes for patients while benefitting all institutions in the medication distribution chain

A Conversation with MediSafe Project CEO & Co-Founder, Omri 'Bob' Shor

Q. What is MediSafe Project?

A. MediSafe Project is the first mobile "pillbox app" using cloud sync technology to send alerts to users' family, friends and caretakers when they miss a dose. According to the World Health Organization, only 50% of patients living with a chronic illness take their medication on time as directed. While barriers to medication adherence are complex and varied, the most common reason cited by patients is that they simply forgot to take their medication. MediSafe Project is the first medication reminder to leverage the power of people's support systems to keep them healthier.

Q. Who is MediSafe Project for?

A: MediSafe Project is for everyone – whether they take medication continuously for their condition or only "as needed." Conventional wisdom is that it's only elderly people who forget to take their pills. While it's true that senior citizens see their medication adherence rate soar by double digits once they begin using MediSafe Project, they are far from the only population groups who get the same benefit. The lives of insulin-dependent diabetics of all ages are at risk if they forget to take a dose, the wellbeing of those with chronic heart disease or HIV depends on daily, timely medication doses, and millions of sexually active women rely on continuous courses of the pill to prevent unwanted pregnancy. Many people even use MediSafe to manage their vitamins and supplements consumption. MediSafe Project is for all these groups and others.

Q: How does the MediSafe Project app work?

A: MediSafe Project is a free download from both the iTunes App Store and Google Play for iPhones and all smartphones running Android. Upon opening the app after installing it

to their device, a user registers by entering their name, email, mobile phone number and year of birth; then, choosing a password and avatar.

Next they're ready to enter a medication they take continuously. If they have the original packaging, they can use their device's camera to take a picture of the medication's National Drug Code, a barcode connected to a database for all OTC and prescription medications maintained by the Federal Drug Administration, and information such as the dosage and instructions will automatically be entered into the app. It's important to note that this is not the barcode on a local pharmacist's generic orange or white pill bottle.

If a user doesn't have the original packaging, they can manually type in the medication's name. Any medication that has previously been entered by another user and recognized by our servers will be recognized, and the same instructions and dosage information will autocomplete. Most commonly prescribed medications autocomplete after the user begins typing in the name of the drug.

If a user is entering a medication yet unknown to MediSafe Project, they will manually enter the dosage form (e.g. pill, liquid, injection) and amount (e.g. number of pills, or cc of liquid/injection), the time(s) of day when they must take a dose, instructions related to taking medication before/with/after food, and – for Android users only – how long the medication course is (continuous or if finite – the number of days). For iOS users, this defaults to continuous.

Lastly, users can enter their sync information – these are the phone numbers for any family members, friends or caretakers who they'd like to receive a notification if they fail to record taking a medication dose on time. Clicking "ADD" when finished completes the process for adding a new medication.

Q: Why does the medication course default to "continuous" for iOS users, but Android users can choose a finite amount of days if their medication course is limited?

A: Once we'd developed MediSafe Project to a certain point on both Android and iOS, we decided to concentrate fully on Android first, making it a top rated app. This method allowed us to master the unique usability challenges that needed to be overcome, so that iOS could progress rapidly once we were ready for it. We feel we've reached that point and are very eager to deliver our latest features to all our iOS users. We expect the iOS version of MediSafe Project to catch up to Android by July 2013.

Q: What are some of the other newest features that are Android only for now?

A: Android users can set up multiple profiles in MediSafe Project, which is very useful for parents taking care of siblings, or caretakers in charge of multiple patients.

They can also customize how many days in advance they'd like to receive a reminder notification that it's time to refill their prescription.

We've also created a way for them to record taking P.R.N. medications, which is the clinical term for medications – prescribed or over-the-counter – that are only taken "as needed," rather than regularly.

Finally, we've added a way for users to easily understand and share their personal adherence statistics for the medications they take. Adherence rates are color-coded per medication to easily communicate to users how well they are sticking to their medication plans, and they can email an Excel spreadsheet of their personalized stats to physicians, family members or caretakers monitoring their wellbeing. To protect their privacy, no patient identity information is included in the spreadsheet, but users can add it to the email if they choose. The feature gives doctors a way to extend their care into patients' homes between visits.

Q: What about people who don't have smartphones? Doesn't the fact that MediSafe Project is a mobile app prevent millions more people from using it?

A: Our vision for MediSafe Project is a complete ecosystem of patients, families, doctors, drug stores and pharmaceutical companies to solve the hazardous and costly problem of medication non-adherence. Our mobile app is only the beginning of this ecosystem. In October 2013 we plan to introduce an automated phone system, which will allow both users and their loved ones who don't use smartphones to interact with those who do. Users without smartphones will register to MediSafe Project online or via telephone, including a telephone number where they would like to receive incoming, automated calls at their medication dosage times. They'll be able to record they've taken doses via touchtone. Family, friends and caretakers without smartphones will also be able to receive notifications via incoming, automated calls when a user has failed to record taking a medication dose.

We also plan to launch a web-based user interface, so users can register, enter new medication regimens and record taking medication doses through our website.

Q: What are some other ways MediSafe Project plans to develop its ecosystem to include doctors, pharmacies and drug manufacturers?

A: MediSafe Project is in negotiations with over ten of the world's largest pharmaceutical manufacturers and large pharmacy chains in both the U.S. and U.K. about co-branding, sponsoring or white-labeling our app under their brands in order to bring it not only to more users, but also doctors in order for them to prescribe it.

We've recently launched a prescription page for doctors (www.doctors.medisafeproject.com) to make it easier for them to prescribe MediSafe

Project. Doctors enter their information along with their patients' first names and email addresses, and those patients receive emails with an explanation about MediSafe Project and the link to download the app.

Pharmaceutical companies are also interested in learning from MediSafe Project's anonymous, aggregated user data, so they can better understand who their customers are and exactly how they are taking their medication. This data, including patient demographics, geolocation and behaviors; physician trends and other market aspects is expected to help them adjust educational and marketing campaigns to improve medication adherence. For example, our analytics dashboard can show pharmaceutical companies which demographics have higher non-adherence for a drug compared to the general population, the doctors or areas that have the lowest prescription rates within a city, which competitive drugs patients are switching to, and so on.

Q: How many people are using MediSafe Project?

A: As of July 2013, 89,000 people have downloaded the MediSafe Project mobile app on Android or iOS. Some other noteworthy statistics are: users have visited the app over 6 million times, and recorded taking over 1.9 million medication doses as directed. The app is downloaded 500 times a day.

Q: How effective is it?

A: MediSafe Project users have a self-reported medication adherence rate of 79% – that's 29 points higher than the World Health Organization's average. When looking only at cholesterol lowering Statins, MediSafe Project users self-report an adherence rate of 82.25%, over 34 points higher than the general population. And women using MediSafe Project to remind them to take their daily birth control pills self-report an adherence rate of 89.75%, nearly 20 points higher than reported by the National Institutes of Health.

Q: What inspired you to create MediSafe Project?

A. My father is a Type-1 (insulin dependent) diabetic. One evening in December 2011 he asked the family if anyone had seen him take his insulin that evening. No one had, so we concluded he hadn't taken it yet, and he needed to. Only, we were wrong – my dad *had* already taken his insulin just a short while before. He ended up accidentally giving himself an accidental double dose, a mistake that can be fatal. We were able to quickly treat him at home and prevent a real emergency, but the experience is what led us think that mobile technology could help connect patients to the care of their friends, family and caretakers to prevent situations like what happened to my dad.

Q: How did you turn your inspiration into reality?

A: My family lives in Haifa, Israel. Our timing was very fortunate, because shortly after the episode with my father's double dose, we heard that Microsoft Israel was launching a new startup accelerator for early stage startups doing big things in mobile and cloud technology. We applied to be part of the first cycle of the Microsoft Accelerator for Windows Azure and were accepted. From May through August 2012, we received consulting from experts in the fields of marketing, fundraising and product strategy; had a top notch designer develop our app's user interface and user experience; and benefitted from free office space inside Microsoft Israel. One of our mentors was from the health IT industry.

We also received tremendous exposure and PR. Microsoft sponsored a trip to the US, so all the startups in the accelerator could present at a Demo Day before an audience of top tech bloggers. We received substantial media coverage before we even launched, including having The Next Web refer to MediSafe Project as one of, "the three coolest companies from Microsoft's Azure accelerator in Israel."

Q: Has your relationship with Microsoft extended beyond your graduation from their accelerator program in April 2012?

A: Yes, in fact in December 2012 Microsoft chose us as a BizSpark Startup of the Day. They continue to help us with PR efforts.

Q: Has MediSafe Project since secured funding from a venture capital firm or angel investors?

A: MediSafe Project is still self-funded. Though we've been fortunate to receive a number of offers from both types of sources, none offered terms that matched our plans. With our mobile app continuing to gain users at a rapid pace, and its development progressing with the addition of impressive new features, we feel confident about this being our time to grow our user base and reputation. When the right offer comes, we'll be ready for it.

Q: What is MediSafe's business model?

A: As mentioned earlier, we are currently building an ecosystem with Big Pharma companies and pharmacy chains, which have a financial incentive to make sure people take their medicine, about partnering with us – either by white-labeling MediSafe Project or co-branding with us – in order to increase their customers' medication adherence.

We also expect Big Pharma to pay for access to our aggregated, anonymous user adherence data, so they can better understand who their customers are and exactly how they are taking their medication. This will enable them to improve educational and

marketing campaigns that increase medication adherence, helping them generate more revenue.

Q. The medication information users enter into MediSafe Project is highly sensitive and personal. You've mentioned plans to provide that data in aggregated, anonymous form to pharmaceutical companies and pharmacy chains. Does MediSafe Project have plans to use this data in other ways – with patient identity information still attached?

A. MediSafe Project has no plans to use our users' identity information in any way; in fact, we've set up our backend in such a way that it's impossible to attach patients' identities to their adherence statistics, demographics and behavioral information. While MediSafe Project has not yet gone through the process to receive certification through the Health Insurance Portability and Accountability Act (HIPPA), we are in fact HIPPA compliant.

Additionally, Microsoft's Windows Azure cloud, in which our data is stored, has recently been certified HIPPA compliant.

Users also have the option of logging into MediSafe Project as guests, without providing any identity information.

Q. Where is MediSafe Project headquartered?

A. MediSafe Project is based out of Haifa, Israel.

Q: Does MediSafe have a Facebook page or Twitter account?

A. Yes, people can LIKE MediSafe Project on Facebook at facebook.com/MediSafeProject and follow us on Twitter at @MediSafeProject.

Omri 'Bob' Shor



Omri 'Bob' Shor is co-founder and CEO of the MediSafe Project, the first cloud-synced mobile app helping families prevent emergencies caused by over- or under-dosing medications.

Inspired to create the MediSafe Project with his brother after their diabetic father accidentally double-dosed on insulin, Shor drew on his considerable entrepreneurship op and bring the product to market in less than one year. MediSafe continues to receive support from the Microsoft Accelerator for Windows Azure, after graduating its inaugural program for early stage, mobile & cloud-based startups.

Previously, Shor served as marketing and product manager for legal app developer Masadit Software, where he increased the company's roster from eight to 2,000 clients, enabling it to reach sustainable profitability. Prior to that, he managed a department of twenty-five salespeople for Yedioth Ahronoth, Israel's most widely circulated newspaper.

Since 2012, Shor has been a leader of *Entrepreneurs in Jeans*, a Boston-sponsored organization promoting the entrepreneurial scene in his hometown of Haifa, Israel. He was also an Israeli Air Force Flight Academy cadet and decorated army sergeant, having commanded a paratroopers' unit in the Israel Defense Forces from 1999-2002.

Shor received an MBA in Entrepreneurship & Strategy, cum laude, from The College of Management - Academic Studies (COMAS) in Rishon LeZion, Israel. He lives in Haifa with his wife and daughter.