

## ASX ANNOUNCEMENT

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### MedAdvisor to boost User Acquisition Through Partnership with Osteoporosis Australia

- MedAdvisor partners with national not-for-profit health association *Osteoporosis Australia* (OA) to offer MedAdvisor to a highly relevant patient population
- The partnership will boost awareness of the benefit of MedAdvisor to patients with osteoporosis to increase convenience and medication adherence
- Osteoporosis affects over 1 million Australians, with over 155,000 broken bones expected this year from poor bone health<sup>1</sup>.
- The total cost of osteoporosis is expected to reach \$33.6 billion over the next 10 years<sup>2</sup> and adherence to both pharmaceutical and supplement based products improve patient outcomes.
- This partnership provides further validation, from another leading health association, of MedAdvisor's ability to increase medication adherence among chronic disease patients.

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce it has entered into a partnership with national not-for-profit health association *Osteoporosis Australia* (OA).

The partnership will see the *MedAdvisor* platform communicated to *Osteoporosis Australia's* community (including over 150,000 visitors to the *Osteoporosis Australia* website). The partnership will run for an initial period of 12 months.

OA provides osteoporosis information and services to its patient community and health professionals through its communication channels. *Osteoporosis Australia* actively promotes improved medication adherence, which can be supported through the *MedAdvisor* platform.

Osteoporosis affects over 1 million Australians with over 155,000 broken bones expected this year from poor bone health<sup>1</sup>. Over the next 10 years the total cost of osteoporosis and associated fractures is expected to reach \$33.6 billion<sup>2</sup>. By increasing medication adherence among patients, *MedAdvisor* can play a significant role in driving down these costs and at the same time helping to deliver improved patient health outcomes.

*MedAdvisor* has approximately 5,200 users with osteoporosis already using the platform and is also currently running a separate Patient Engagement Program to provide education for patients using a common osteoporosis medication to improve quality use of medicines.

The partnership with OA marks the fourth key relationship with leading health associations for *MedAdvisor*, in addition to its partnerships with *Glaucoma Australia*, *Epilepsy Queensland* and collaboration with *Diabetes Australia*, which represents an important part of the Company's strategy for patient acquisition.

Mr Robert Read, CEO, *MedAdvisor* commented: "This partnership with *Osteoporosis Australia* further builds on our strategy to grow our user base throughout Australia. It provides us with the ability to tap into a significantly sized patient group and to make a real difference in the way they manage their medication. With the costs associated with *Osteoporosis* rising, *MedAdvisor* also has the opportunity to play a role in keeping these costs down by improving medication adherence

and education. We are delighted to be partnering with Osteoporosis Australia to achieve these important goals.

Osteoporosis Australia is committed to improving patient outcomes to help reduce fractures in Australia. The MedAdvisor platform offers people living with chronic diseases, such as osteoporosis, the ability to conveniently and easily manage their medication so that they take their medication safely, effectively and on time.

Sources: 1. osteoporosis.org.au - World Osteoporosis Day 2016

Sources: 2.osteoporosis.org.au statistics-burden-disease

**-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%.

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.

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