

ASX ANNOUNCEMENT

29 November 2016

MedAdvisor Partners with Asthma Australia

- MedAdvisor partners with Asthma Australia, Australia's peak body supporting people with asthma and their carers
- Partnership aims to improve health outcomes for the estimated 2.4 million (1 in 10) Australians living with asthma, via the MedAdvisor platform
- High priority health cost reduction area: total cost of asthma in Australia is estimated to be \$28 billion per annum with \$1.1 billion directly related to productivity costs
- Further builds on MedAdvisor's health association partnerships that play a key role in driving patient awareness of MedAdvisor
- In line with the Company's strategy to enhance health outcomes for the 11m Australians living with chronic conditions and lower costs associated with poor medication adherence

MedAdvisor Limited (ASX: **MDR**, the **Company**), Australia's leading digital medication adherence company, is pleased to announce it has entered into a partnership with not-for-profit health association *Asthma Australia*. The partnership will run for an initial period of 12 months.

Asthma Australia is a valuable source of information and guidance to its community of Australians living with asthma, their carers and health professionals. It is committed to ensuring its community of patients have access to the most up to date, relevant and useful information about the products, services and treatments available to help asthma patients relieve and manage their symptoms.

According to a report compiled by *Asthma Australia*, an estimated 2.4 million (1 in 10) people in Australia live with asthma, driving an estimated \$28 billion in hidden costs per annum. Over \$1.1 billion of these costs are directly related to the loss of productivity as a result of the condition¹.

MedAdvisor has more than 45,000 users with asthma already using the platform to manage their regular prescriptions of asthma medications. *MedAdvisor* data shows patients living with asthma and utilising *MedAdvisor* are up to 30% more adherent to their preventer medication than those not using the platform². By improving medication adherence, *MedAdvisor* and *Asthma Australia* are helping to deliver improved health outcomes to patients, whilst simultaneously decreasing the costs of poor medication adherence.

Incorrect use of inhalers has also been identified as being a significant problem amongst people with asthma. An Australian study showed that 9 out of 10 Australians with asthma were using their inhalers incorrectly, increasing their risk of hospitalisation by 50%². *MedAdvisor* facilitates the delivery of medication education and resources from leading pharmaceutical companies directly to patients via the platform, thereby improving symptom control and reducing risk of exacerbations and hospitalisation.

The partnership with *Asthma Australia* represents an important part of the Company's user acquisition strategy, and further validates the platform as a valuable tool for Australians living with chronic disease. *Asthma Australia* adds to *MedAdvisor*'s existing relationships with other health associations including Osteoporosis Australia, Diabetes Australia, Epilepsy Queensland, PainAustralia and Glaucoma Australia.

Mr Robert Read, CEO, *MedAdvisor* commented: "*MedAdvisor* and *Asthma Australia* have a shared vision to reduce the health, social and economic impacts of chronic diseases, and in this

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case that is asthma. The MedAdvisor platform has the potential to revolutionise the way patients manage their medication and make a significant difference to the lives of those afflicted with such chronic conditions such as asthma. *Asthma Australia* will help *MedAdvisor* to bring awareness that world leading medication management programs exist.

"I am delighted to be partnering with *Asthma Australia* and excited that our platform will play an important role in helping asthma patients better manage their condition and in addition, we aim to decrease the associated hidden costs of the condition by ensuring better health outcomes of those affected."

-ENDS-

For more information

Robert Read, CEO
MedAdvisor
Tel: +61 3 9095 3036
robertr@medadvisor.com.au

Andrew Ramadge
Media and Capital Partners
Tel: +61 475 797 471
andrew.ramadge@mcpartners.com.au

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 welcomed over 500,000 registered users through its connections with over 45% of pharmacies across Australia.

About Asthma Australia

For over 50 years Asthma Australia and Asthma Foundations have been the leaders in asthma health care, research and support. Asthma Australia delivers evidence-based preventative health strategies to over 200,000 people every year and provides support, training and resources to the primary health care sector. They fund vital basic science and population health research contributing to national and international understandings of asthma and how best to manage the disease.

<http://www.asthmaaustralia.org.au/>

1. Asthma Australia and National Asthma Council Australia, The Hidden Cost of Asthma, 2015.
2. MedAdvisor adherence data, based on 12 month data taken at February 2016 across 1465 pharmacies.
3. 2. Basheti IA, Armour CL, Bosnic-Anticevich SZ, Reddel HK. Evaluation of a novel educational strategy, including inhaler-based reminder labels, to improve asthma inhaler technique. *Patient Educ Couns* 2008; 72: 26-33.