

DIFFERENTIATORS



--Reminder platform

18 million reminder an hour

DOD Level 1 secure

FDA registration number 510(K) exempt

HIPPA/HITECH compliant

-Cross platform solution – runs on multiple devices

Mobile Apps supported on 80% plus handsets

Reminders delivered to multiple devices



-**Non adherence patterns** (National Holidays, GPS location change, Weekends, Weather, Day of the month, other triggers)

-**Scheduler** – robust scheduling options (minutes/hourly/monthly/yearly/quarterly/day of the week/day of the month/...)

-Patient centric

Caregiver – adherence status, ability to send Video or Audio reminders

Care Provider – Integration and sharing of Blue Button files

-**Gaming** - point based fun method of education

-Multiple patient segment

Social Isolation - Facebook album sharing within the reminder app

Customize tools – option to select the most relevant bio-metric tracker

Theme - personalize the app by changing its theme

FEATURES - IMPLEMENTED



Required

- ✓ Enable consumers to enter medications
- ✓ Remind consumers to take their medications
- ✓ Allow the user to enter their medication history
- ✓ Provide the cost of medications and lower cost alternatives where appropriate
- ✓ Integration to Care Pass Platform

Preferred

- ✓ Provide information to help answer common medication questions
- ✓ Enable a consumer to share medication adherence status
- ✓ Leverage social health and game mechanics to improve adherence
- ✓ Gather data to determine non-adherence patterns

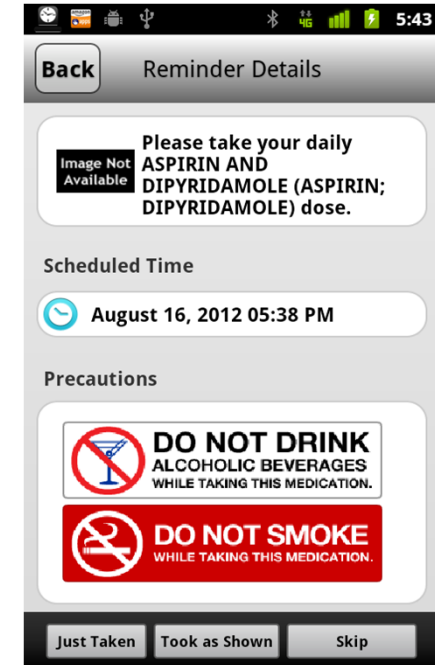


CAREPASS APIs



CarePass Integration

1. Good Rx
 - Price comparison
2. HHS
 - FDA recalls
 - Drug alternatives
 - Drug documents
 - Clinical Trials



Integration capabilities

- * All bio-metric tools within the app have REST architecture and is integrate able with CarePass portal.
- ** The app default portal is skinned and wrapped as a portlet for integration within the CarePass portal.



INNOVATION & CREATIVITY



Adaptable to Multiple Patient Segments

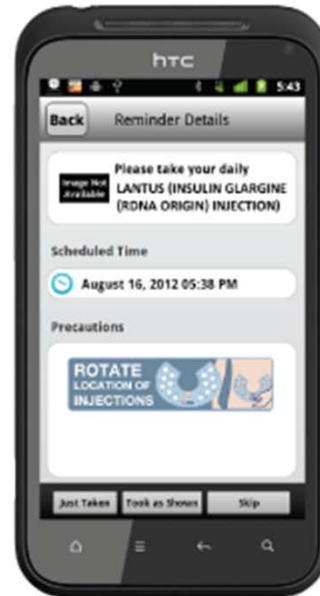
Runs on eReader for Marge.
Large Fonts & Screen



Bill, 55

Metabolic Syndrome & Hypertension

- Traveling**
Airplane mode supported
- Non-adherence Pattern**
GPS location change detected
- Caregiver**
Receive adherence status
- Medication Informatics**
Symptom zones



Hayley, 18

Type 1 Diabetes

- Caregiver**
Share status
- Care Provider**
Share status
- Personalize**
Change app theme
- Medication Specific**
Injection rotation cycle



Marge, 75

Early Stage Dementia

- Custom Tools**
Bladder Diary
- Social Isolation**
Facebook photo album
- Care Reminders**
Video and Audio reminders

TEAM CAPABILITIES



Chicago based team

Operating since March 1997

21 Associates strong privately held

Profitable with good forecast for continued growth

Platform Security

-NIST FIPS-140 Level 1

Regulatory Compliance

-FDA Class-1 510(K) exempt

-HIPPA/HITECH compliant



Reminder platform in production

Features & Scalability

- Certified for **18 million reminder an hour**
- Available for over **80%** mobile devices
- Non-adherence pattern smart engine

User base

- 330,000 +

Clients

- Providers
- Pharmaceutical companies
- Research projects

Award winning platform

- Walgreens Innovation Challenge
- Novartis Cardio Engagement
- ONC one in a million heart