



HealthPrize Programs Lift Adherence Rates by an Average of 54%, Boast Unprecedented Engagement Levels

Studies show success across multiple chronic conditions and demographics

NORWALK, Conn., January 13, 2015 – HealthPrize Technologies, an industry-leading medication adherence and digital patient engagement company, has announced impressive results from a number of pharmaceutical company sponsored patient support programs conducted across a variety of chronic conditions, including diabetes, hypertension, acne and asthma/COPD.

HealthPrize's unique online and mobile platform leverages gaming dynamics, behavioral economics, rewards and education to motivate patients to engage with medical educational content and to adhere to their prescribed medications.

The HealthPrize platform also verifies prescription fills for all engaged patients via a proprietary process that allows for real-time, accurate refill verification and adherence tracking. The HealthPrize platform increased adherence rates across several adherence measures, while decreasing gap days between refills, a major cause of non-adherence.

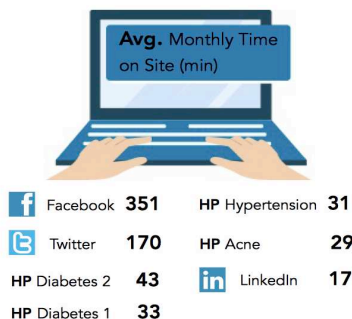
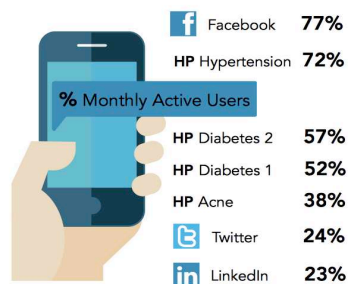
Using baseline adherence rates for participating patients, comparative data showed that the HealthPrize system:

- Increasing mean prescription fills rates by **54%** across indications and demographics
- Materially decreased the mean interval between refills for one group of diabetic patients by **39%**.

Engagement rates for patients enrolled in HealthPrize programs were equally outstanding.

- One group of diabetic patients presented a mean engagement rate of 5 logins per week
- Asthma/COPD patients were logging in approximately 7.7 times per week on average.
- Average login rates for patients across all programs was just over 4 times per week

Our Patients Engage!



“If you look at our engagement rates as compared to social media sites, the numbers are impressive,” says HealthPrize CEO Tom Kottler. “According to Comscore, 77 percent of Facebook members are active on a monthly basis; our hypertension patients were at 72 percent. The average LinkedIn user spends 17 minutes on their site per month; our Diabetes 2 group spent an average of 43 minutes monthly on web or mobile with HealthPrize, and across all programs the average user spent almost 37 minutes engaged with the platform each month.”

In addition, each week, an average of 55% percent of patients also completed a new educational quiz and a market research survey, leading to rich data sets and valuable insights.

“We built our platform based on best practices leveraging gamification to maximize engagement and adherence within strict pharmaceutical industry regulations, and patients have responded fervently,” says John Ragland, Chief of Product and User Experience at HealthPrize. “We have yet to see results in the marketplace that match ours.”

About the Studies

Mean patient age ranged from 24 years old for the acne program to 54 years old for asthma/COPD. In general, programs enrolled a greater percentage of women as compared to men. Sample sizes ranged from 250 patients (hypertension) to over 7,000 patients (acne), as driven by diverse client-directed enrollment goals and methods. Program duration ranged from 6 months (asthma/COPD) to 2 years (acne).

Engagement rates were high across all programs with the following mean weekly login rates per patient: acne 2.7, hypertension 3.9, diabetes 5, and asthma/COPD 7.7. The mean number of minutes on site per patient per visit ranged from 1.5 to 3.

Pharmaceutical clients provided HealthPrize with baseline historic adherence rates as measured by mean total number of prescription fills per patient—a marker of persistence.

See here for more details regarding HealthPrize case studies: www.healthprize.com

About HealthPrize

HealthPrize’s Software-as-a-Service (SaaS) medication adherence and patient engagement platform provides an innovative approach to addressing the problem of medication non-adherence with an online and mobile-based program that is fun, educational and rewarding. The HealthPrize system leverages gaming dynamics, behavioral economics and proven concepts from consumer marketing to maximize engagement while also using education to strengthen the intrinsic motivation required for long-term persistence to prescribed medications. For more information, visit www.healthprize.com and follow us on Twitter at @HealthPrize.

Contact:

Karen Sackowitz

HealthPrize Technologies

978.697.3845

ksackowitz@healthprize.com