



HealthPrize Announces 99% Reduction in Prescription Refill “Gap Days” for Patients Taking Medication to Lower Cholesterol

Improvement in Adherence Measured Pre- and Post-Program Enrollment Showing Direct, Immediate and Lasting Effect on Patient Behavior

NORWALK, Conn., April 19, 2016 – HealthPrize Technologies today announced significant success in improving medication adherence for patients taking a branded cholesterol-lowering medication and enrolled in its digital engagement and adherence platform. The HealthPrize platform combines education, gamification, concepts from behavioral economics, and incentives to inspire behavior change and is highly customized per brand and disease state.

Prescription refill behavior for a cohort of 1,085 patients was measured allowing for a comparison of pre- vs. post-enrollment in which patients served as their own controls, allowing for a direct assessment of how the HealthPrize platform changed individual adherence behavior. These patients, on average, completed 13.8 fills pre-enrollment and 5.0 fills post-enrollment, as measured early in the course of the program. The adherence measure was “gap days,” or days late to refill, representing days without medication on hand.

Mean pre-enrollment gap days were 8.81 and mean post-enrollment gap days were 0.06, representing a 99% reduction in number of gap days.

“What’s most impressive is the speed with which patients decreased their number of gap days upon joining HealthPrize,” explains Tom Kottler, HealthPrize CEO and Co-Founder. “This cohort represents an already reasonably persistent group, but even in this group our platform significantly improved refill behavior, as the program is focused on motivating patients towards more timely refills—arguably the most important adherence behavior. We were able to turn good patients into great patients.”

As this program progresses, additional adherence measures in the form of MPR or PDC will be possible. Gap days serve as a valuable early sign of behavior change. HealthPrize has a strong focus not only on day-to-day adherence, but also on timely and repeated refills, which are key to the longer-term persistence required for better health outcomes. In addition, all prescription fills are verified for each patient in the program, allowing for accurate, timely adherence tracking.

Rx Adherence Measurement (Gap Days)



About HealthPrize

HealthPrize provides a Software-as-a-Service (SaaS), HIPAA-compliant platform and services to create unique digital experiences proven to drive patient engagement, education and increased medication adherence for healthcare companies and pharmaceutical brands. Using a proprietary gamification approach, and patented technology, combined with a deep understanding of behavioral sciences and patient psychology, HealthPrize consistently delivers high levels of patient engagement resulting in over 50% increased lifts in Rx adherence versus control. For more information, visit www.healthprize.com and follow us on Twitter at @HealthPrize.

Media Contact:

Karen Sackowitz

Corporate Communications, HealthPrize Technologies

ksackowitz@healthprize.com

+1-978-697-3845 mobile

+1-203-957-3786 office