



HealthPrize Technologies’ Digital Patient Engagement, Education and Medication Adherence Platform Offered in Collaboration with Walgreens

HealthPrize platform to power new offering available to patients filling select prescriptions through Walgreens.com

NORWALK, Conn., August 16, 2016 – HealthPrize Technologies today announced a collaboration with Walgreens through which the HealthPrize Action Engine- patient engagement and medication adherence platform will be offered through the drugstore chain’s website. The Walgreens program powered by HealthPrize will finish development later this month and will be presented to pharmaceutical sponsors as a way to support patient adherence for prescribed medications. It is planned to be offered to patients filling certain brand-name prescriptions for chronic conditions such as diabetes on Walgreens.com.

The HealthPrize Action Engine- platform utilizes gamification, concepts from behavioral economics and incentives redeemable at Walgreens to motivate patients to engage and learn about their condition and to remain adherent to their medications. Participating patients may be offered weekly condition-related quizzes and surveys, daily health tips and fun facts, leaderboards and competitions, daily medication prompts via email or SMS (at the patient’s option), monthly refill reminders and medication adherence scorecards.

“We are pleased to be able to offer the HealthPrize platform to select Walgreens patients through this collaboration,” explains Tom Kottler, HealthPrize CEO and Co-founder. “This will also give healthcare brands an omni-channel approach to educating and motivating patients to take their medications and achieve improved health outcomes.”

The HIPAA-compliant program is planned to be ready for implementation with partners in Q3 2016 for diabetes, with additional conditions such as GI, high cholesterol, depression, asthma and COPD, expected in market by the end of the year. It will also allow participating patients to track any of their other medications filled at Walgreens.

“We are continuing to innovate in digital health, enhancing our services and solutions to extend the basic care our pharmacists provide for our patients,” said Greg Orr, Walgreens Boots Alliance senior director of digital health. “This platform gives us another opportunity to help improve patient adherence and outcomes, furthering our commitment to being a patient champion and partner of choice.”

Medication nonadherence is a significant challenge for both the healthcare system and patients. It is estimated to be the cause of \$290 billion of otherwise avoidable cost to the U.S. healthcare system each year, including poor health outcomes.

For more information about this program, visit www.healthprize.com.

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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](https://twitter.com/HealthPrize).

Media Contacts:

David Schull
Russo Partners
Office: (212) 845-4271
Mobile: (858) 717-2310
david.schull@russopartnersllc.com

Karen Sackowitz
Corporate Communications, HealthPrize Technologies
ksackowitz@healthprize.com
+1-978-697-3845 mobile
+1-203-957-3786 office