

Medisafe Optics

Data Set: Antidiabetic Patients



Real-world insights for real impact

- Gain actionable insights from identified reasons of non-adherence for all medications antidiabetic patients are managing
- Track trends, commonalities, and outliers from a cross-section of medication class population.
- Examine daily medication consumption patterns of self-reported antidiabetic patients beyond traditional and flat claims data.
- Compare self-reported data to other sources of prescription data in your possession
- Compare consumption of medication interest between brands in class

Get patient data that's patient validated. Self-reporting captures real medication management behaviors.

Medisafe Optics: Antidiabetic Patients includes de-identified, and aggregated, data of self-reported medication management activities of users taking at least one antidiabetic medication on the Medisafe platform. Specific data points include behavior and schedule patterns, and medication profile analysis.

Product Features

Daily Consumption Behavior

The snapshot includes a detailed breakdown of adherence/persistence data by medication including:

- Under/overdosing
- Number and timeliness of missed doses
- Duration of medication intake

Adherence Indicators

Provides summary and detailed view of patient performance data

- Overall adherence
- Medication error indicators
- Reasons for skipping
- Switching patterns
- Likelihood to churn

Medication Cabinet Combinations

Includes DPP-4 inh. and combinations of other medications

- Trends of additional medication patterns
- Distribution of additional medications among users



256-BIT
ENCRYPTION



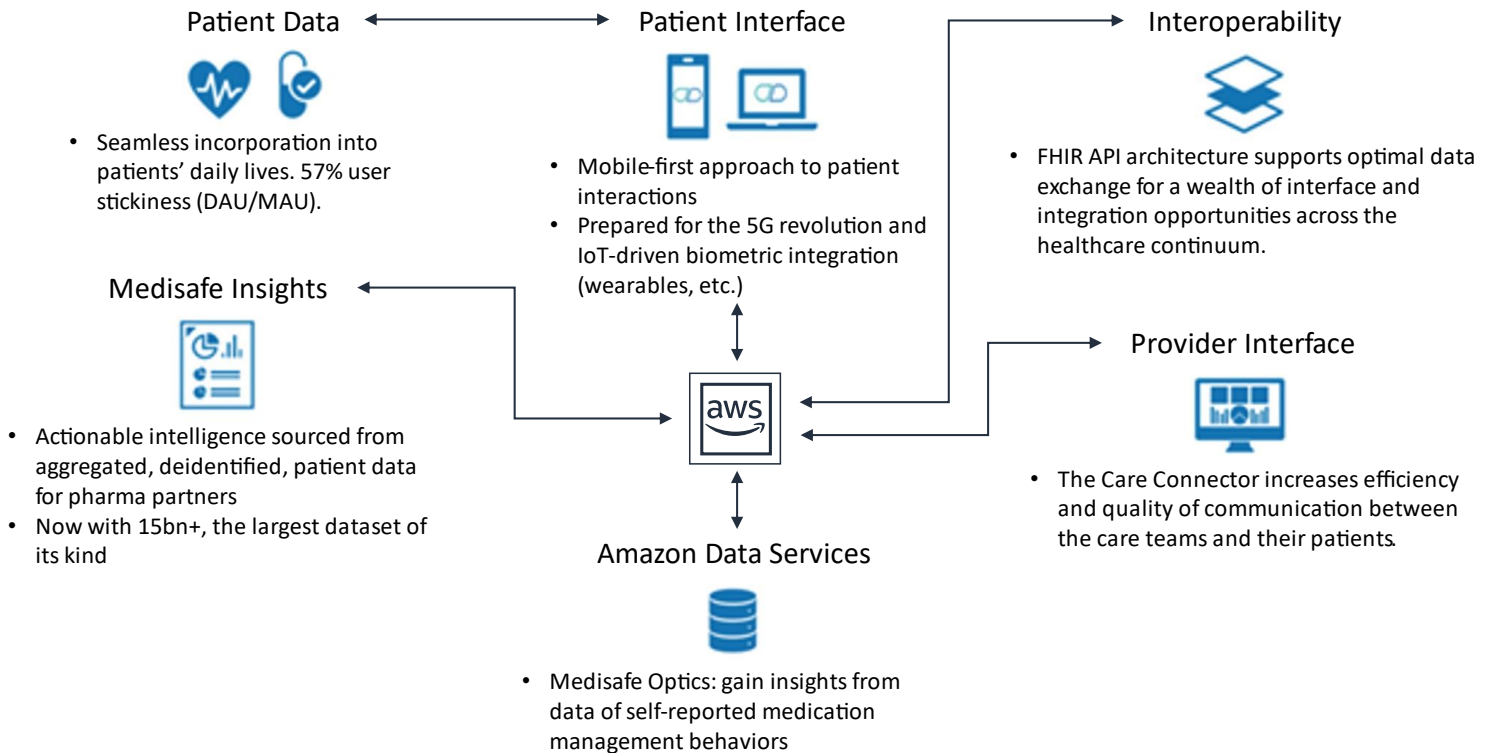
HIPAA & GDPR
COMPLIANT



ISO 27001
COMPLIANT

Real insights from data captured in patients' real lives

Medisafe's patient solutions make medication management a part of everyday life. Patients' medication management behaviors generate de-identified and aggregated data for applicable insights, research and development. Platform architecture simultaneously exceeds healthcare and technology privacy and security standards, empowers patients with innovative technology and yields valuable data.



7M

Registered Users

4B

Doses Managed

68%

User 'stickiness'
(DAU/MAU)

13,000

Medications in
Global Database

Differentiators

- Medisafe is the industry leader in digital solutions for medication management, with over 7 million registered users world-wide.
- Proprietary Just-in-time-interventions (JITI™) include mechanisms to influence congruency between patient behavior and platform interaction
- Data solution includes both retrospective reporting and prospective analysis