



WE MAKE HEALTH DATA USEFUL

MEMOTEXT applies the power of machine learning to empower patients to achieve their healthcare goals and improve the bottom line for healthcare stakeholders.

WHAT DO WE DO? WE ENGAGE



Beyond the Text: Adaptive Medication Adherence Platform



Stakeholder Solutions: Population Health Management



Custom Digital Health Solutions: Data Driven Intervention Design

HOW WE DO IT

Evidence. Empathy. Experience.

Effective digital engagement is complex. Our experience has taught us that by combining an empathy and evidence-based design methodology we can build impactful digital health engagements.

We provide both ready-to-go and customized/specialty digital health programs, that seamlessly integrate into existing existing systems and workflows.

31.4%

Jama Published Adherence Improvements

22+

Chronic & Specialty Adherence Programs

80%

of users recommend & find relevant

+40%

Asthma Controller PDC

\$22:1

ROI
Adherence & Treatment Initiation

+55%

Metformin MPR

50%

Reduction in early STATIN discontinuation

88%

Program Retention Rates

3.2 Avg. # of Days

patients refill early



continued...

MEMOTEXT Sentinel®

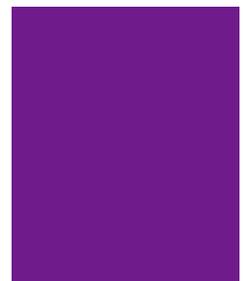
Clinically and commercially validated, the Sentinel® consumes health data, and learns behaviors through measureable inputs such as patient responses, claims, wearables, behavioral assessments, ambient phone and EMR data.

The Sentinel® then tailors support, relevant educational material, reminders and motivational content to each individual and communicates using SMS, mobile, web-apps, email or IVR. Patient engagement and outcome metrics are provided for decision support.

Machine Learning

Creating truly personalized digital health interventions is our passion. With the ability to react and predict, [Machine Learning](#) algorithms have the potential to unlock invaluable insights from disparate sources of data. Through these algorithms and in-depth analytics, we're making it easier to target patient's individual barriers to disease treatment and prevention.

MEMOTEXT has been shown to significantly improve patient adherence¹, treatment initiation rates and empower care-provider decision support.



¹ Boland MV, Chang DS, Frazier T, Plyler R, Jerys JL, Friedman DS. Automated Telecommunication-Based Reminders and Adherence With Once-Daily Glaucoma Medication Dosing: The Automated Dosing Reminder Study. *JAMA Ophthalmology*. 2014;132(7):845-850.

