

# It's **MORE** Than Just Reminders

**care4today**<sup>®</sup>  
Mobile Health Manager

Care4Today<sup>®</sup> Mobile Health Manager harnesses the power of mobile technology to help patients manage their medication schedules and more, across smart and feature phone platforms. The app is available in multiple languages in the US and abroad. Over 375,000 downloads, thousands of users\* sending over 190,000 reminders/day.

**375K**   
downloads

**190K**   
reminders/day

## Care4Today<sup>®</sup> Mobile Health Manager lets you:

- Enter your medication from your mobile phone or computer
- Set up medication reminders
- Schedule prescription refill reminders
- Track how often you take your medication
- Share information about your medication usage with your doctor
- Care4Family<sup>®</sup> gives loved ones the ability to support one another by encouraging them to take medications on schedule.
- Care4Charity<sup>®</sup> allows people who take care of their own health to make a positive difference in the world.



To learn more or download the free app, visit [care4today.com/mhm](http://care4today.com/mhm)



Listed as a  
**TOP PHARMA APP**  
FiercePharma<sup>1</sup>  
June 2015



**TOP 3 REMINDER APPS**  
U.S. News and World Report<sup>2</sup>  
April 2015

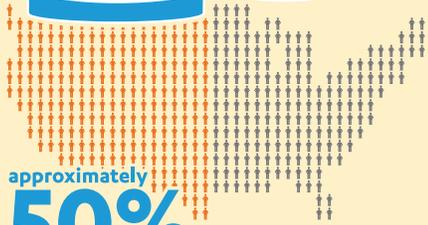


**TOP HIV APP OF 2015**  
Healthline<sup>3</sup>  
August 2015

[care4today.com/mhm](http://care4today.com/mhm)

## MEDICATION COMPLIANCE: KNOW THE FACTS

Failing to take medications as prescribed can result in serious health consequences, including: delayed recovery, disease relapse and hospitalization



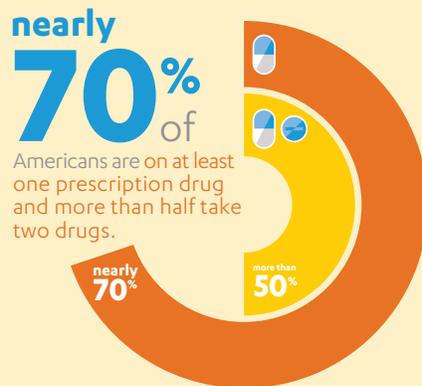
approximately **50%** of patients with chronic illnesses do not take their medications as prescribed.

In the U.S., medication-related hospitalizations, including admissions due to poor medication adherence, cost approximately **~\$300 BILLION** a year.

Taking Medications on Schedule is Important

more than **25%** of kids and teens in the U.S. take prescription drugs on a regular basis.

**40%** of U.S. adults are caring for an adult or child with significant health issues.



Who is Impacted?

Medication reminder apps offer a convenient way to help people stay on schedule with their medication using technology they carry with them or access every day – their mobile phones, tablets and computers.

more than **80%** of adult Americans use the internet.



**91%** of adult Americans carry a cell phone.

Analysts predict there will be **500 MILLION** mobile health app users by 2015.

Mobile Health Technologies Can Help

# MEDICATION ADHERENCE IS A **MAJOR** ISSUE

Most commonly cited reasons for non-compliance (NCPA 2013<sup>4</sup>):



Simply forgetting (40%)



Affordability



Travel



Running out of medication (failure to refill)



Side effects

\* An active user is defined as a user who has responded to a medication reminder in the last 30 days. As of 11/30/2015 the active number of daily users is 3,039.

1 Fierce Pharma: <http://www.fiercepharma.com/marketing/five-digital-campaigns-show-pharma-really-can-do-it>

2 <http://health.usnews.com/health-news/health-wellness/articles/2015/04/21/smart-medication-reminders-for-the-tech-savvy-patient>

3 Care4Today<sup>®</sup> Voted Best HIV App of 2015 by Healthline: <http://www.healthline.com/health/hiv-aids/top-iphone-android-apps>

4 <http://www.ncpanet.org/solutions/adherence-simplify-my-meds/simplify-my-meds/preview-of-simplify-my-meds-/medication-adherence-in-america-a-national-report-card>