

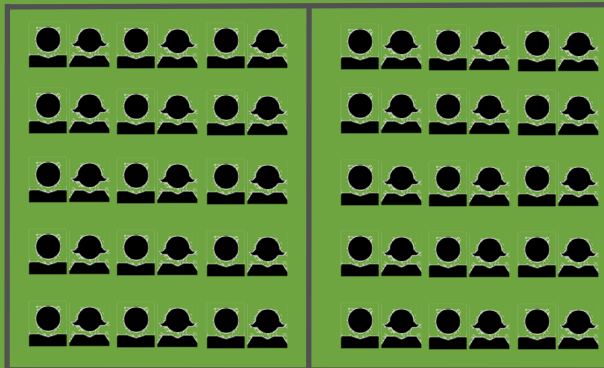
Rx Patients: Apps, Facts & Figures



“FDA recognizes medication adherence as a formidable health problem.”

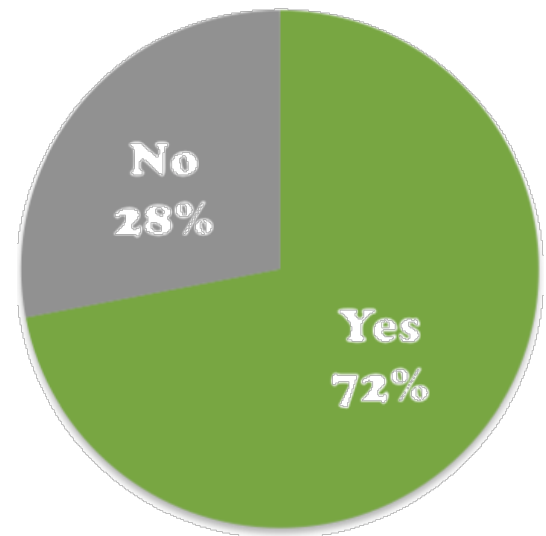
June 5, 2013
Federal Register

187 Million Rx Patients



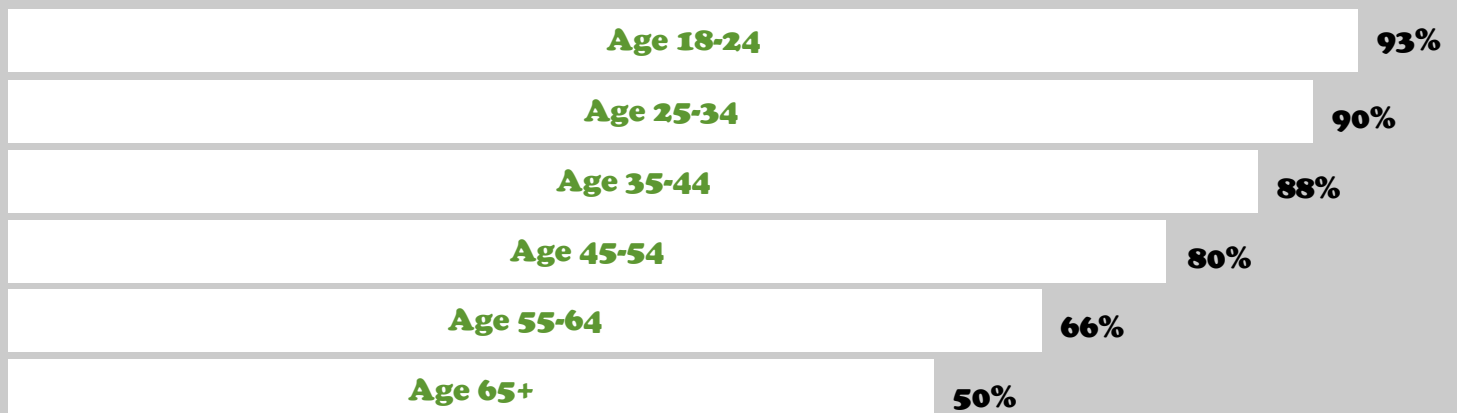
**50%
Adherent**

**50%
Non-
Adherent**



**Most Rx Patients Use Mobile Apps
(smartphone or tablet)**

All Rx Patient Age Groups Use Mobile Apps



*Accelerating Progress in Prescription Medicine Adherence: A National Action Plan to Address America’s “Other Drug Problem” Oct’13, pg4

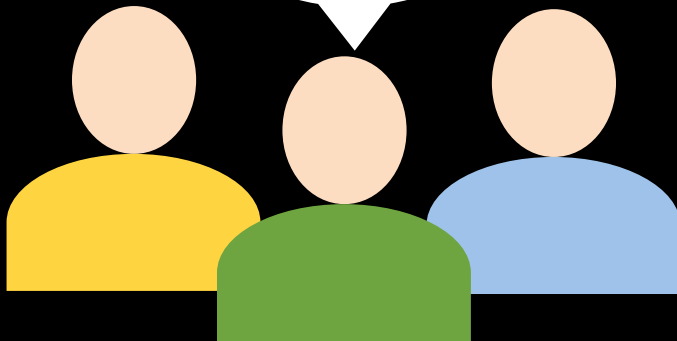
*Patients 18+ taking at least one (1) Rx medication. Adherent Health Patient Preference Study, 2014, n=2,216

Rx Patients: Apps, Facts & Figures

11 to 1



MOBILE
HEALTH
LIBRARY™



**Patients Prefer the
MHL App
to Email for
Rx Support**

**Patients of all
Ages Prefer
Mobile Health
Library™
(vs. email or separate apps)**

Age 34-44 86%

Age 45-54 90%

Age 55-64 88%

Age 65+ 84%



*Patients 18+ taking at least one (1) Rx medication. Adherent Health Patient Preference Study, 2014, n=1,311