

Rxttle

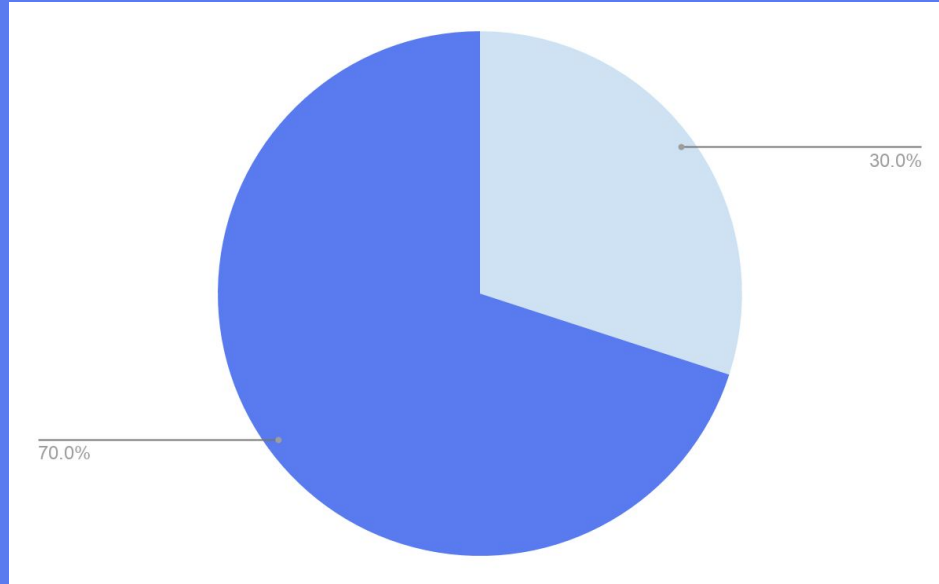




PROBLEM

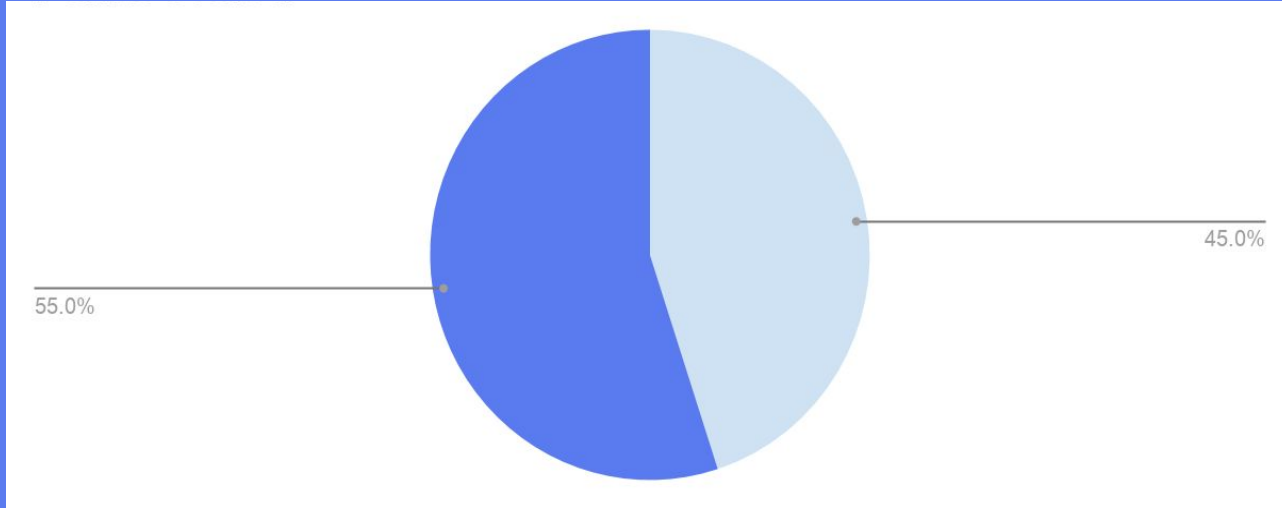
Non-adherence

Patients Who Stopped Taking Their Medications

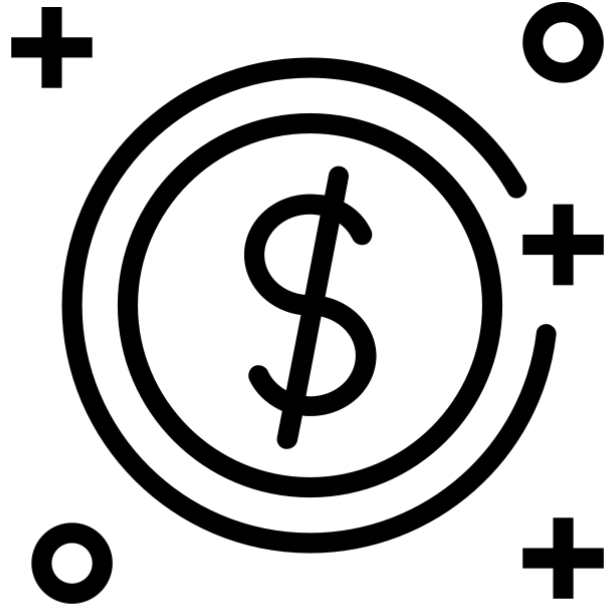


30% of Canadians **stopped** taking their medication **before** they were advised to

Why Patients Did Not Take Medications As Prescribed



45% of patients did **not** take their medication as prescribed because **they no longer felt the need to take it**



At what cost?

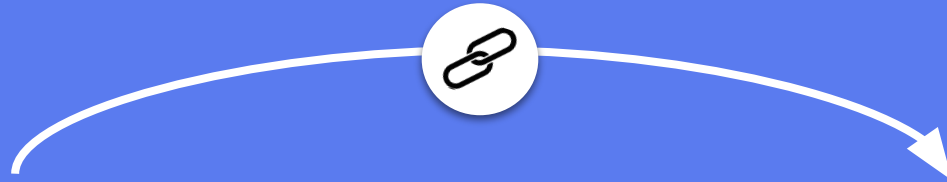
\$4 Billion/yr



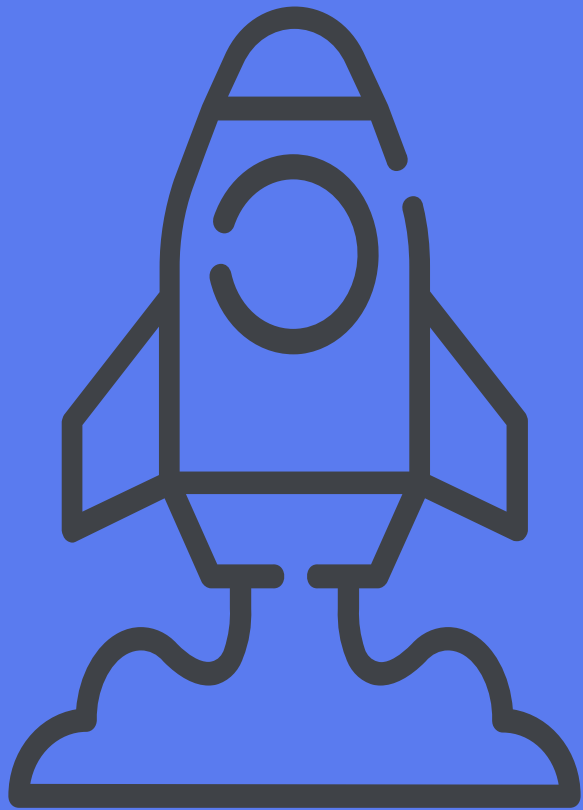
PATIENT EDUCATION

**MEDICATION
NON-ADHERENCE**

**HEALTHY
BEHAVIOURS**



Where Does Rxittle Come In? - Our 3C's



Convenience

Automation in transmitting medication information to the app



Centralization

Tools for patient education and medication information all in one place



Clarity

User-friendly interface that's easy to navigate



LET'S DIVE IN

Take this chance to join us!

Rxttle



Our Team

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References

- *Medication Adherence* . Canadian Pharmacists Association. (n.d.).
<https://www.pharmacists.ca/advocacy/advocacy-activities/medication-adherence/>.
- *Costs of medication non-adherence*. Medavie Blue Cross. (2020, August 27).
<https://www.medaviebc.ca/en/insights/posts/medication-non-adherence?fbclid=IwAR3QbPDk6LVq5a4IWsgBL5b38TV3pBeOzhcypa3-CBpbYlqTbhv5x9yniUo#:~:text=Studies%20have%20consistently%20shown%20that,of%20life%20and%20even%20death.>