

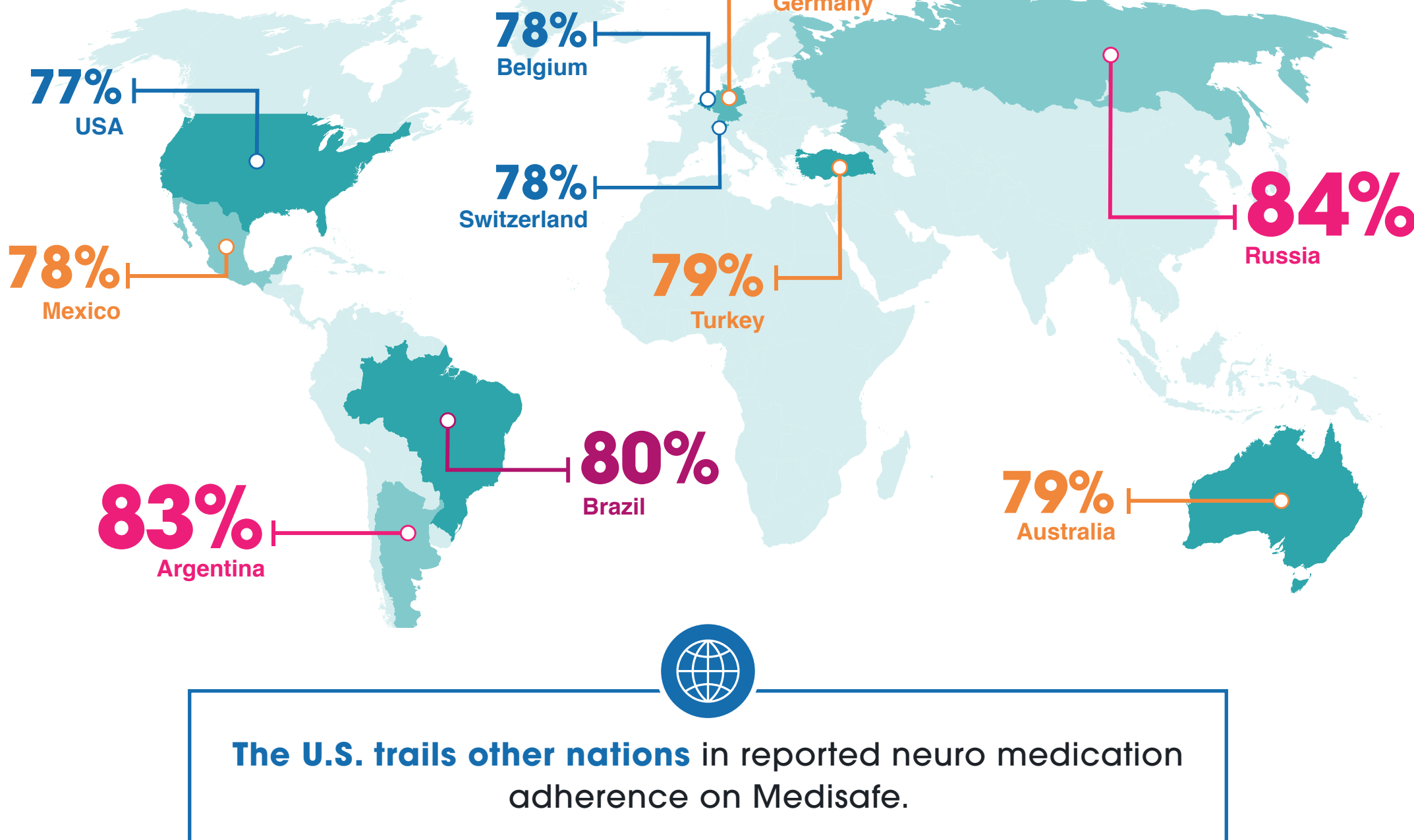
# Real-time stats on Medisafe that pharma should know



Medisafe, the leading personalized medication management platform addressing all major causes of non-adherence, delivers better medication adherence<sup>1</sup>, with more than 750M doses managed.

## Top Adherent Countries for Neuro Meds

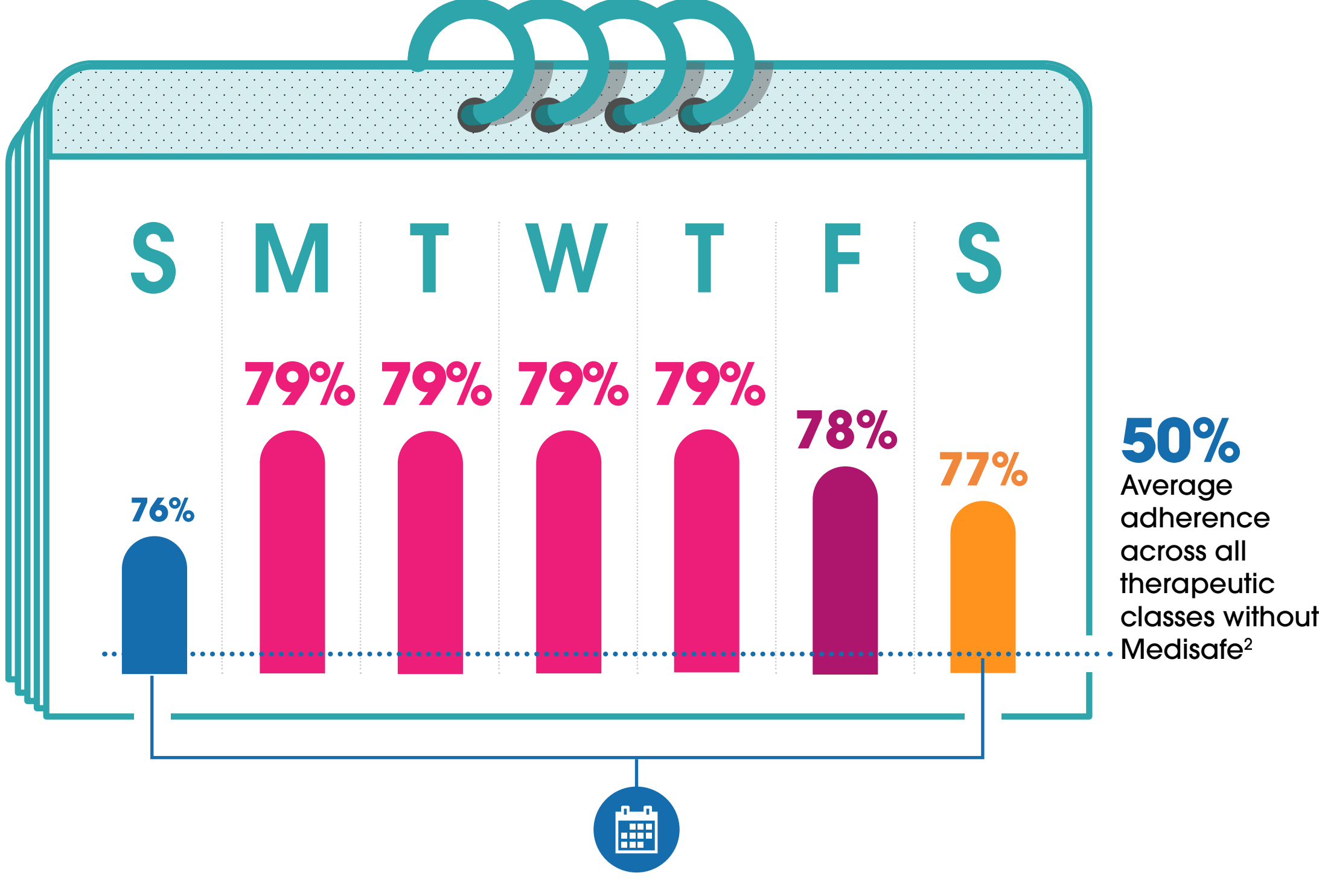
Medisafe Reported Neurology Drug Adherence by Geography



The U.S. trails other nations in reported neuro medication adherence on Medisafe.

## How Day of Week Affects Neuro Adherence

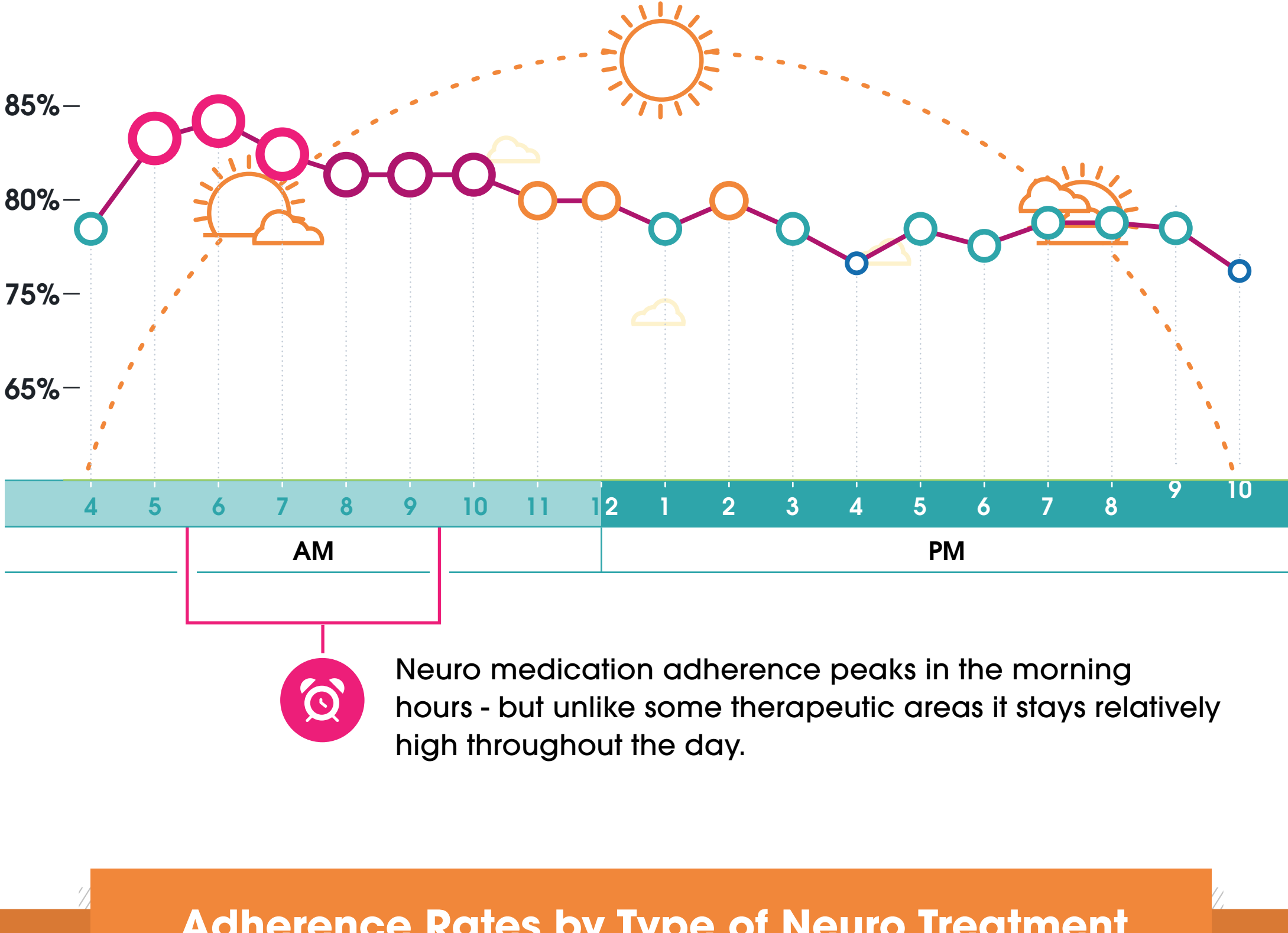
Medisafe Reported Neurology Drug Adherence by Day



Like many therapeutic areas, Saturday and Sunday prove the most challenging for neuro medication adherence.

## How Hour of Day Affects Neuro Adherence

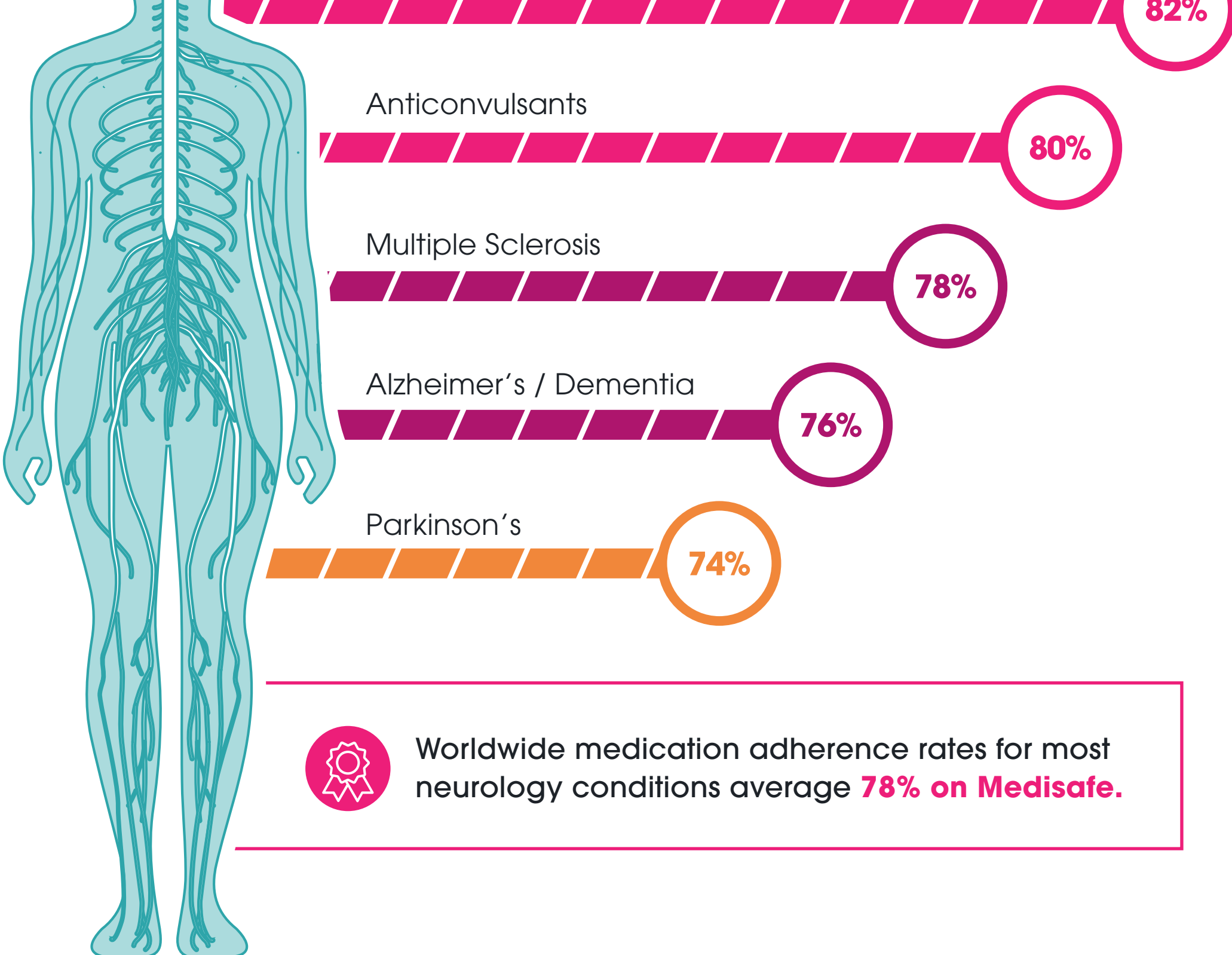
Medisafe Reported Neurology Adherence by Hour



Neuro medication adherence peaks in the morning hours - but unlike some therapeutic areas it stays relatively high throughout the day.

## Adherence Rates by Type of Neuro Treatment

Medisafe Reported Neurology Drug Adherence by Condition



Worldwide medication adherence rates for most neurology conditions average 78% on Medisafe.

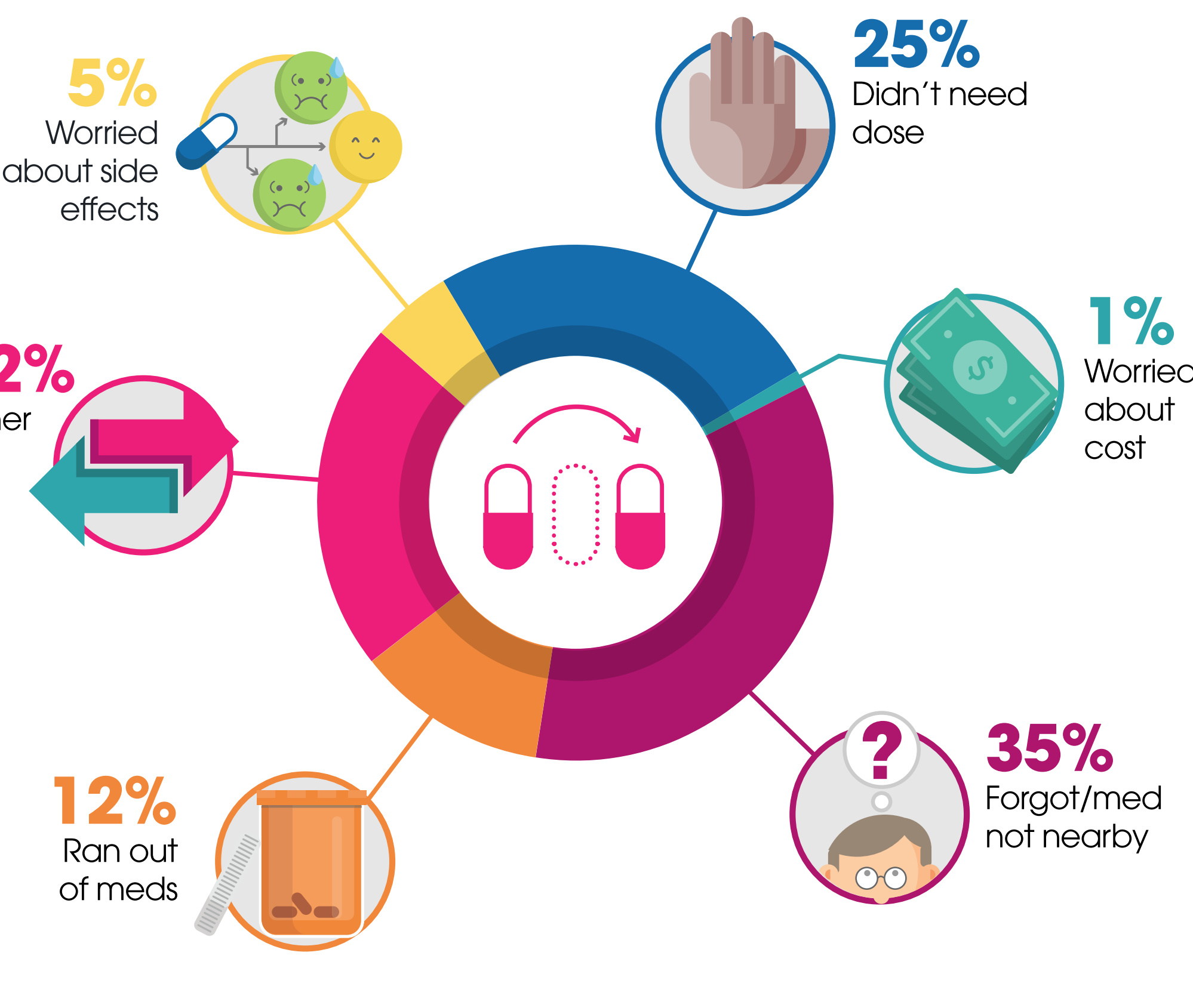
## Top Neuro Companies by Highest Adherence

Medisafe Reported Neurology Drug Adherence by Company



## Why Neuro Patients Say They Miss Doses

Medisafe Members' Reported Reasons for Skipping a Dose



## Top Neuro Meds with Highest Adherence

Medisafe Reported Neurology Drug Adherence by Drug Name<sup>5</sup>

Condition	Brand	Company	Adherence
Parkinson's	Sinemet	Merck	93%
Parkinson's	Requip	Glaxo Smith Kline	93%
Epilepsy	Depakene	AbbVie	91%
Epilepsy	Keppra	UCB	87%
Relapsing MS	Tecfidera	Biogen	84%
Epilepsy	Ativan	Valeant	84%
MS	Avonex	Biogen	83%
MS	Gilenya	Novartis	78%
MS	Rebif	EMD Serono	78%
Seizures	Lamictal	Glaxo Smith Kline	70%

Of the top neurology drugs with the highest reported adherence on Medisafe, **GSK and Biogen** each hold two spots.

## Looking for additional insights?

Find out how you can get behavioral insights and answers from the 4 million patients who are using Medisafe's medication management platform.

[medisafe.com/insights](https://medisafe.com/insights)



Medisafe is the leading personalized medication management platform addressing all major causes of non-adherence. Far more than a pill reminder app, Medisafe is a cloud-based platform that personalizes content, resources and interventions — such as educational videos, coupons and motivational messages — based on each user's regimen, condition and specific circumstance. Visit [medisafe.com/pharma](https://medisafe.com/pharma) for more information.

1) Medisafe demonstrates up to 20% increase in med adherence in IMS study, presented at ISPOR.  
2) Medication Adherence in developed countries averages 50%, and is lower in developing regions (WHO). Source: [http://www.who.int/chp/knowledge/publications/adherence\\_full\\_report.pdf](http://www.who.int/chp/knowledge/publications/adherence_full_report.pdf)  
3) Medisafe reported adherence of active users that approved notification with more than 3 doses taken from the first take to the last take in relation to scheduled doses.  
4) Patients are generally considered adherent to their medication if their medication adherence percentage, defined as the number of pills absent in a given time period ("X") divided by the number of pills prescribed by the physician in that same time period, is greater than 80% (NIH). Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3068890/#R6>  
5) Some neurology medications are only infused at a medical center or physician's office over weekly or monthly intervals, and thereby not represented in this adherence data.