The Simple solution to Complex therapies
MEDICATION NON-ADHERENCE

50% of patient do not follow therapies as prescribed
- Misuse
- Abuse
- Early discontinuation

World Health Organization, 2003
RISKS FOR HEALTH

194,500 deaths/year (EU)
HEALTHCARE COSTS FOR AVOIDABLE MEDICAL INTERVENTION

€ 125 B/year (EU)
REVENUE LOST BY PHARMA COMPANIES

$564 B/year globally
Much more than an ‘App-reminder’
A new patient-doctor communication channel

Web services via PC and mobile devices (ad hoc Apps)
Dr. Drin also involves family members and pharmacists

Friendly, flexible, interoperable
Patent pending
Remember
- When, how, why
- Even for complex therapies
- Never run out of medications again

Share
- Adherence troubles
- Side effects
- Health conditions

Take care
- Effective follow up
- Better therapeutic decision-making
## Competitive scenario

<table>
<thead>
<tr>
<th>Feature</th>
<th>drDrin</th>
<th>Mango Health</th>
<th>uBOX</th>
<th>AdhereTech Adherence tracker</th>
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</thead>
<tbody>
<tr>
<td><strong>Portability</strong></td>
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<td><strong>For all drugs</strong></td>
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<td><strong>For complex therapies</strong></td>
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<td><strong>Drug-drug interactions</strong></td>
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<td><strong>Sharing</strong></td>
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<td><strong>Pharmacy loyalty</strong></td>
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Business model

B2C

Product & Services

B2B

Patients
Family members

Pharma companies
Services for pharma companies

- ‘Clinical trial’: phase III and IV studies
- ‘Beyond the pill’: to speed the launch of new drugs

Pricing (hypothesis)

- 50 k €/year per license (up to 1000 patients)
BioCare’s Team

**Business**

Francesca Sernissi  
PhD  
Pharma Chemist  
Clinical Trials Consultant & Medical Writer  
CEO

**Web**

Christian Castelli  
Degree in Computer Science  
Web developer

Daniele Sartiano  
Degree in Computer Science  
Web developer  
CTO

**Mobile App**

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CTO

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Computer Engineer  
Embedded systems developer

**eHealth**

Antonio Mancina  
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Computer Engineer  
SW/iOS developer  
President

Board of Directors

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CEO
Roadmap

- B2C: Framework patient/caregiver
- B2B: + Integration with healthcare services DBs
  + Framework doctors/pharmacists

- R&D: Pilot project in Pisa Hospital

- Timeline:
  - 2012-2013
  - Q1 2014
  - Q2 2014
  - Q1 2015

- Testing
What we need

2013 ▶ **Personal resources**

2014 ▶ **Seed capital**
- R&D
- IP & certification
- Clinical Trial
- Marketing

▶ **Seed customers**
▶ **Commercial partners**

2015 ▶ **(Q2) Round A**
- Internationalization
Remember.
Share.
Take care.

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