



West Pharmaceutical Services and HealthPrize Technologies Collaboration Fact Sheet

About the West and HealthPrize Collaboration

West Pharmaceutical Services, Inc., a leading manufacturer of packaging components and delivery systems for injectable drugs and healthcare products, and HealthPrize Technologies, a leader in digital health, have partnered to integrate West's self-injection technologies—including the SmartDose[®] Electronic Wearable Injector, the SelfDose[®] Injector System and ConfiDose[®] Auto-Injector System—with HealthPrize's Software-as-a-Service medication adherence and patient engagement platform. The goal of the collaboration is to create an end-to-end adherence solution that:

- tracks when patients take their medication;
- educates and engages patients to help increase adherence and medical literacy;
- rewards compliance with prescribed treatment plans;
- and provides valuable insights regarding engaged patients.

How it Works

With the first stage of the collaboration, patients could manually enter information regarding medication delivered through a West self-injection system using a HealthPrize mobile application or Web portal.

Now, with stage two, patients are able to use the mobile application to scan a barcode or QR code on their self-injection system to report an injection, along with information regarding the delivery system, medication, and dosing, further streamlining and improving patient self-reporting. The data is then sent to a secure cloud where it is verified using the HealthPrize multi-channel verification platform and de-identified to support all privacy and HIPAA requirements.

How Patients are Rewarded

Patients are rewarded points for securely reporting that they have administered their medication through a self-injection system. Additionally, patients receive points for additional engagement with the HealthPrize platform, including taking advantage of self-education opportunities and verifying a prescription. These points can be redeemed in the HealthPrize platform's "Rewards Mall" in the form of a gift card, e-certificate, merchandise, high-value coupon or charitable donation.

How the Data is Used

The platform also offers opportunities for full reporting of de-identified data, providing pharmaceutical companies with valuable insights on patients using their products. This data can be used as part of efforts to develop new chronic disease therapies, as well as to improve current therapeutic offerings.

How This Collaboration Benefits Chronic Disease Management

Medication non-adherence is a leading cause of poor clinical outcomes and increased healthcare costs. Industry analysts estimate poor medication adherence costs the U.S. healthcare system more than \$290 billion in otherwise avoidable medical spending.¹ According to a recent study performed by Capgemini Consulting and HealthPrize Technologies, the pharmaceutical industry's global revenue loss due to non-adherence to medication for chronic conditions is estimated to be \$564 billion.²

This collaborative offering uniquely addresses motivational barriers to adherence by coupling reliable , self-injection technologies with a rewards-based approach to patient engagement and education in an effort to improve adherence and patient outcomes. In fact, patients using HealthPrize across a variety of conditions and demographics have shown higher levels of engagement and have materially higher medication adherence rates—nearly 50 percent higher than baseline, on average.

SelfDose® and ConfiDose® are registered trademarks of West Pharmaceutical Services, Inc., in the United States and other jurisdictions.

SmartDose® is a registered trademark of Medimop Medical Projects Ltd., a subsidiary of West Pharmaceutical Services, Inc.

West seeks partners for its SmartDose®, SelfDose® and ConfiDose® injector technology platforms. These platforms are intended to be used as an integrated system with drug filling and final assembly completed by the pharmaceutical/biotechnology company.

¹ The Network For Excellence In Health Innovation. [Thinking Outside the Pillbox: A System-wide Approach to Improving Patient Medication Adherence for Chronic Disease](#). August 2009.

² Capgemini Consulting. [Estimated Annual Pharmaceutical Revenue Loss Due to Medication Non-Adherence](#). November 2012.