



## **Adherium and Patients Know Best announce a strategic collaboration in the UK to support NHS commercialisation**

**Melbourne, Australia** - November 18, 2019: Adherium (ASX:ADR) and Patients Know Best® have unveiled a strategic collaboration in the UK, with the objective of integrating the Hailie® and Patient Knows Best® platforms to improve clinician and patient access of asthma and chronic obstructive pulmonary disease (COPD) adherence and usage data.

Formerly known as Smartinhaler™ devices, the Hailie® sensors attach to a patient's asthma or COPD medication inhaler to monitor dose compliance and promote a high level of adherence. The Patients Know Best® platform aggregates data across the UK's National Health Service (NHS) and provides patients with a holistic view of their personal health record.

This integration will allow patients to access their personal health record data, which will include data from their Hailie® sensors, through the Patients Know Best® platform. Patients Know Best® and Adherium will work together to promote the Hailie® technology's NHS economic benefit in the UK, concurrent to the work to develop a reimbursement code.

Adherium believes reimbursement in the UK market is strategic in unlocking rest of world countries (including Canada, Australia and other markets). Adherium has been working with a specialist market and access consultancy, Cogentia, to model the economic benefit to the NHS of using Hailie® sensors in both secondary care and specialized severe asthma centres. The model will form part of a dossier to support progress through the National Institute of Clinical Excellence (NICE) Medical Technologies Evaluation Programme process, which is important for the adoption of digital health technologies in the NHS.

"Adherium is excited to be partnering with Patients Know Best® in the UK to help drive adoption of our Hailie® sensors and provide patients with information via the Patient Know Best® platform so that they have a holistic view of their personal health records and how it relates to their asthma or COPD care" said Jeremy Curnock Cook, Adherium Interim CEO.

He added: "We believe our work on the NHS business case will be enhanced through our partnership with Patients Know Best®, a provider of personal healthcare records, as the information from Hailie® sensors will add a range of new information to the personal health records of Patient Know Best® users, who number four million in the UK."

Dr Mohammad Al-Ubaydli, Founder and CEO of Patients Know Best® added: "It's a pleasure to work with the innovative team at Adherium. Remote monitoring keeps patients out of hospital whilst bringing clinical attention to the patient as soon as it's needed. Asthma and COPD patients are particularly vulnerable to exacerbations and it's great to see Adherium bring medication compliance data into the PKB record to help prevent exacerbations."

Adherium and Patients Know Best® will develop a joint roadmap and communications campaign to help drive adoption of the technologies in the UK.



**About Adherium (ASX: ADR):** Adherium is a provider of digital health solutions and a global leader in connected respiratory medical devices, with more than 170,000 sold globally. The company develops, manufactures and supplies a broad range of connected medical devices for respiratory medications for patients, pharmaceutical companies, healthcare providers and contract research organisations. Adherium's Hailie® solution is designed to help patients achieve better adherence and provide visibility to parents and caregivers. It does this by tracking medication use and reminding the user with helpful nudges when it's time to take doses, and by providing access to usage history to better understand patterns in their asthma and COPD. These tools ultimately enable people who live with asthma or COPD to more easily manage their condition alongside their physician. Learn more at [adherium.com](http://adherium.com).

**About Patient Know Best®:**

- Patients Know Best (PKB) is the UK's largest patient portal and the world's first patient-controlled health records system.
- PKB is a social enterprise and a certified [B Corporation](#), founded with the social mission to empower patients with access to their medical records.
- The platform is a multi-award winning system to help patients better manage their health and social care.
- With access to open APIs and fully operating within the HSCN network according to FHIR and HL7v2 standards, PKB is easy to implement and sustain at scale.
- Available on any internet-enabled tablet, smartphone or computer, PKB can be used by patients and clinicians anywhere in the world.
- PKB is now used by over 60 hospitals across seven countries and is available in 20 different languages.
- By choosing who they want to share their information with, patients can work more closely and effectively with their clinical teams. For example, healthcare professionals can create care plans digitally with input from patients and data from personal wearable devices can also be uploaded to enhance the monitoring of complex conditions. Videos and other media content are also available to help educate patients and further improve care.
- To find out more, visit [www.patientsknowbest.com](http://www.patientsknowbest.com).