

## **Adherium introduces Hailie® technology into specialist USA respiratory centres with leading USA respiratory company**

**Melbourne, Australia – 24 November 2020:** Adherium Limited (ASX:ADR), a leader in digital inhaled device adherence, remote monitoring and data management solutions, is pleased to announce agreement of terms with leading respiratory company Monaghan Medical Corporation (Monaghan) to support the introduction of its Hailie® platform and technology into specialist respiratory centres in the United States. This agreement progresses Adherium’s refocused commercialisation plan targeting the estimated 1.5 million severe uncontrolled Asthma and COPD (Chronic Obstructive Pulmonary Disease) patients where adherence is critical. Within this patient group healthcare burden and cost is highest, and the impact of Adherium’s technology on clinical outcomes and costs is best demonstrated.

With feasibility testing and internal training completed the next step with Monaghan is to pilot the operational and commercial programme. This phase will complete towards the end of Q1 calendar 2021.

The adoption of reimbursement for remote patient monitoring in the US has accelerated during COVID-19. Adherium and Monaghan believe there is an opportunity to strengthen differentiation with an innovative digital respiratory value proposition combining the Hailie® platform with Monaghan’s market leading Aero-Chamber® in Asthma and Aerobika® in COPD. The introduction of the Hailie® platform and technology will begin with eight specialist respiratory centres across six states in November as the precursor to wider commercialisation planned from Q2 calendar 2021.

“This is an important step for Adherium with our Hailie® platform and sensors placed with customers and fully supported by Monaghan’s professional sales and clinical team. We have worked closely with Monaghan and adapted our training programs, systems, and support materials to meet patient needs and ensure alignment to Monaghan’s operational model. Our technology will secure recurring revenue from sensor sales and data access which will enable Adherium with Monaghan to commercially address patients who are difficult to treat Asthmatics and late stage COPD patients of which there are more than 8 million in the US alone.” commented Mike Motion, Adherium’s Chief Executive Officer. “We are delighted to be working with Monaghan at this critical time for respiratory healthcare delivery and see their commercial support being highly complementary to the disease management activity provided by our partner HGE”.

“This milestone reaffirms not just our partnership with Adherium, but also our mission to provide the finest, most researched and innovative products to the respiratory community” commented Gerald Slemko, CEO of Trudell Medical Limited and President of Monaghan Medical Corporation. “In bringing this extended offering to our customers, we continue to build the Monaghan brand and further establish our position as market leaders.”

“The addition of Adherium’s Hailie® technology to our existing portfolio provides our highly experienced sales team with an additional opportunity to engage with customers and offer a digital respiratory solution at a time when remotely managing patients is more critical than ever,” commented William Seitz, VP Sales and Marketing, Monaghan Medical. “This phased introduction will involve truly engaging with our customers to enable Monaghan to continue to deliver value to providers, payers and patients across the US.”

#### **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 is time to take doses, and by providing access to usage history to better understand patterns in their Asthma and COPD. These tools ultimately enable patients, with their physicians, to more effectively manage their Asthma and COPD and at the same time as potentially deliver significant healthcare cost savings to payors and providers. Learn more at [www.adherium.com](http://www.adherium.com).

#### **About Monaghan Medical Corporation**

Monaghan, which is based in Plattsburgh, NY, is a US market leader in the manufacturing and sales of respiratory devices, including the Aerochamber® brand of valved holding chambers used with metered dose inhalers, which optimises the delivery of inhaled medication to the lungs, the Aerobika® brand of oscillating positive expiratory pressure (OPEP) device that has been designed to address the structural and functional challenges in the airways of patients with COPD and the Aero Eclipse® brand of breath actuated nebulizers. Monaghan is a wholly owned subsidiary of Trudell Medical Limited, a 13% shareholder in Adherium. Trudell traces its roots back to 1922. Today, many of Trudell’s operating subsidiaries operate on a global basis, collectively doing business in over 100 countries around the world. All Trudell companies are focused on understanding the unmet needs of patients and delivering solutions that improve their quality of life. Learn more at [www.monaghanmed.com](http://www.monaghanmed.com) and [www.trudellmedicalgroup.com](http://www.trudellmedicalgroup.com).

The release of this announcement was authorised by the Adherium Board of Directors.

<b>Enquiries:</b>	Rudi Michelson Monsoon Communications +61 3 9620 3333 +61 (0)411 402 737 <a href="mailto:rudijohnmichelson@gmail.com">rudijohnmichelson@gmail.com</a>	Mike Motion Executive Director & CEO Adherium +44 7917 688801 <a href="mailto:investors@adherium.com">investors@adherium.com</a>
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