



Personalized medication management. Simplified.

A \$300 Billion Dollar a Year **Problem**

Patient non-adherence to prescription medications is a problem of epidemic proportion. Affecting 1 out of every 2 patients, the cost for non-adherence to the health care system is over \$300 billion dollars a year while at the same time compromising the efficacy of prescribed therapy, placing patients at greater risk for subpar treatment outcomes and a tribe of other conditions.

Remedy Health Media is transforming the way in which organizations interact with their customers, providing solutions that drive behavioral changes and increase positive patient outcomes. Our **Intelecare** adherence platform provides online and mobile solutions to increase patient adherence through a combination of medication reminders, educational messaging, rewards and prescription mail order services.

Products + Services

Intelecare provides private label solutions and other marketing services to the markets we serve including, but not limited to:

Adherence Suite

Multichannel communications platform powering reminder notifications plus additional modules to extend its features and services.

Mobile and Tablet Solutions

Branded sponsorship opportunities with disease management apps for the iPhone, iPod touch and iPad devices.

Highly Targeted Messaging Solutions

Proprietary database of 12.6 million covered lives for marketing communications and lead generation needs.

Privacy + Security

Intelecare takes privacy and security seriously and is a leader in our industry to protect and secure our end users information. Our systems are compliant with HIPAA and HITECH. **Intelecare** has implemented various security measures to protect against unintended loss, disclosure, misuse or alteration of the information under our control. These measures include, but are not limited to, the use of secure servers, firewalls, data encryption and real-time intrusion detection.

Markets Served:

Managed Care Organizations
Pharmaceutical Manufacturers
Retail Pharmacies
Hospitals
Academia

Core Capabilities:

Multichannel medication reminders
Lead generation & messaging
Mobile app development
Integrated mail order pharmacy

Client Base:

Our blue chip roster of clients includes national and regional brands including CIGNA, GSK, Novartis, LifeScan, Pfizer, University of Pennsylvania, Children's Hospital of Philadelphia and over 300 independent pharmacies.

About Us:

A healthcare IT company, **Intelecare** provides consumer facing adherence and marketing solutions for business and industry.

Contact:

Jim Curtis, Chief Revenue Officer
jcurtis@remedyhealthmedia.com

Remedy Health Media
500 5th Avenue
19th Floor
New York, NY 10110

Main: (212) 695.2223
Telefax: (212) 695.2936

www.RemedyHealthMedia.com

