



Curadite Introduces Medication Adherence Platform at JP Morgan Invitation Only Event

BEAVERTON, OR, January 11, 2017—Curadite introduced an innovative medication adherence prototype on January 10, 2017, during a private reception, coinciding with the annual J.P. Morgan Healthcare Conference in San Francisco. Industry leaders and technology leaders, together with members of the investment community, converge on the city to learn about the latest developments in the healthcare industry. With more than 20,000 people and multiple events, the J.P. Morgan Healthcare Conference offers companies a unique opportunity to meet with investors and partners.

Curadite's solution to the \$337 billion medication adherence challenge was designed to offer a simple, flexible, reliable platform that improves outcomes and allows patients and caregivers alike the support they need to take their medication as directed.

Previous solutions to the problem of Personalized Medication Adherence involved limited, gadget-oriented solutions. The Curadite platform brings together technology, education and mentoring, thus allowing clients to customize adherence plans, purchasing the elements that best match their needs. For example, a specialty drug company or payer who is interested in maximizing adherence and clinical outcomes might contract for Curadite to provide the full palette of technology, education and mentoring. By contrast, a hospital might focus only on packaging and education. A retail customer, on the other hand, limit her purchase to the packaging and communicator, utilizing the system of alerts, prompts and mobile dashboard and augmenting with online training to improve how best to help their loved ones stay adherent.

Never Worry When Someone You Care About Forgets

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