



Curadite joins DC-based Prescriptions for a Healthy America to Advance Medication Adherence

BEAVERTON, OR, April 17, 2017—Oregon-based medication adherence start-up Curadite, Inc. will collaborate with patient, pharmacy, provider, pharmaceutical, and employer organizations—including the American Heart Association, CVS Caremark, Merck and Women Heart—after joining Prescriptions for a Healthy America (P4HA).

P4HA is a Washington, DC policy group that works with leading patient, physician and health care industry leaders at both the national and state level to find and implement solutions designed to reduce health care costs and improve the lives of patients. As P4HA Executive Director Sloane Salzburg explains, P4HA works with partners to answer the question, “How do we help improve outcomes (and) decrease costs in the health system?”

Medication non-adherence is a complex, costly problem. With multiple contributing causes, there is no single, universal solution. With only 50% of patients taking their medication as directed, non-adherence is one of the greatest cost drivers—currently estimated at \$337 billion—in modern health care.

The P4HA partnership is committed to finding ways to implement near-term solutions that will help reduce health care costs and improve the lives of patients across the nation through medication adherence interventions. To that end, P4HA identifies and works with partners on legislation and regulatory solutions.

About Curadite

Our team believes a modern, scalable adherence solution must strike a delicate balance between cost, sophistication, simplicity, flexibility and personalization. Curadite realized its solution must function in the “real world”, where family members and caseworkers manage the front lines of medication adherence.

The Curadite solution represents the first turnkey platform that combines the latest generation of 4G LTE technology (CuraCast) and disposable packaging (CuraPac) with online education and personalized mentoring services. By leveraging usage information, targeted messaging and activity tracking, Curadite enables inter-disciplinary healthcare teams to help patients stay on regimen.

Never worry when someone you care about forgets

Media Contact:

Jody McNannay, Director Strategic Communications

Curadite, Inc

jmcnannay@curadite.com

+1-503-310-5063