It’s MORE Than Just Reminders

Care4Today® Mobile Health Manager harnesses the power of mobile technology to help patients manage their medication schedules and more, across smart and feature phone platforms. The app is available in multiple languages in the US and abroad. Over 375,000 downloads, thousands of users* sending over 190,000 reminders/day.

375K downloads  190K reminders/day

Care4Today® Mobile Health Manager lets you:

• Enter your medication from your mobile phone or computer
• Set up medication reminders
• Schedule prescription refill reminders
• Track how often you take your medication
• Share information about your medication usage with your doctor
• Care4Family® gives loved ones the ability to support one another by encouraging them to take medications on schedule.
• Care4Charity® allows people who take care of their own health to make a positive difference in the world.

To learn more or download the free app, visit care4today.com/mhm

Listed as a
TOP PHARMA APP
FiercePharma¹
June 2015

TOP 3 REMINDER APPS
U.S. News and World Report²
April 2015

TOP HIV APP OF 2015
Healthline³
August 2015

care4today.com/mhm
MEDICATION COMPLIANCE: KNOW THE FACTS

Who is Impacted?

- More than 25% of kids and teens in the U.S. take prescription drugs on a regular basis.
- Nearly 70% of Americans are on at least one prescription drug and more than half take two drugs.
- 50% of patients with chronic illnesses do not take their medications as prescribed.
- Medication reminder apps offer a convenient way to help people stay on schedule with their medication using technology they carry with them or access every day – their mobile phones, tablets and computers.

Mobile Health Technologies Can Help

- More than 80% of adult Americans use the internet.
- 91% of adult Americans carry a cell phone.
- Analysts predict there will be 500 million mobile health app users by 2015.

Taking Medications on Schedule is Important

- In the U.S., medication-related hospitalizations, including admissions due to poor medication adherence, cost approximately ~$300 billion a year.
- About 70% of adults are caring for an adult or child with significant health issues.

MEDICATION ADHERENCE IS A MAJOR ISSUE

Most commonly cited reasons for non-compliance (NCPA 2013*):

1. Simply forgetting (40%)
2. Affordability
3. Running out of medication (failure to refill)
4. Side effects
5. Travel

* An active user is defined as a user who has responded to a medication reminder in the last 30 days. As of 11/30/2015 the active number of daily users is 3,039.
1. Fierce Pharma: http://www.fiercepharma.com/marketing/five-digital-campaigns-show-pharma-really-can-do-it

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