

ACT4Y

Digital Wellbeing



Towards improved Asthma Control through smart inhalers and personalised review of medication use

Respiratory Care 2.0

A connected platform enables pharmacists to optimise respiratory therapies and disease control with smart inhalers and data intelligence for the provision of personalised medication use reviews.

The principal goal of asthma treatment is to achieve asthma control, which is the extent to which the effects of asthma can be seen in patients. 56% of patients do not achieve good control, with negative implications for their health, as well as increased health care costs (€72 billion annually for the EU healthcare payers).

ACT4Y (Asthma Control For You through smart inhalers and personalised review of medication use) is a digital adherence program that Amiko, Reply and UTwente are running in Italy, UK, France and Germany, in partnership with leading Pharmacy chains. Our goal is to validate the impact of a connected platform that uses medication sensors and digital tools to assists pharmacists and empower asthmatic patients to achieve better outcomes.



Competitive Advantages

- Integrates seamlessly with standard care
- Technology meets requirements for mass adoption
- Tackles key unmet need for asthma patients
- Significant cost savings for healthcare payers
- Improves brand loyalty & differentiation, adherence and profits for pharmacies



Target Markets

- Pharmacy groups
- Insurance companies
- 3rdparty service providers (specifically providers offering telehealth services within the pharmacy space)
- Starting in Italy, UK, Germany and France, then expanding across Europe



Status and Traction

- Validation program with 300 patients in 4 EU countries
- Leading pharmacy groups as prospective customers
- Amiko as product owner and business champion
- Reply as provider of telehealth infrastructure
- UTwente as provider of clinical and health economics work



Road Map

2018

- Integration of Amiko's Respiro within Reply's Ticuro
- Validation of integrated service and necessary adjustments
- Definition of commercial agreement with early adopters and European go-to-market strategy

2019

- Commercial launch



Connect



Martijn Grinovero,
Activity Leader

e: martijn.grinovero@amiko.io
t: + 39 3473585430



Location

Via Washington 105
20144
Milan
Italy



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