



Empowered Healthcare™

Introducing Ayogo

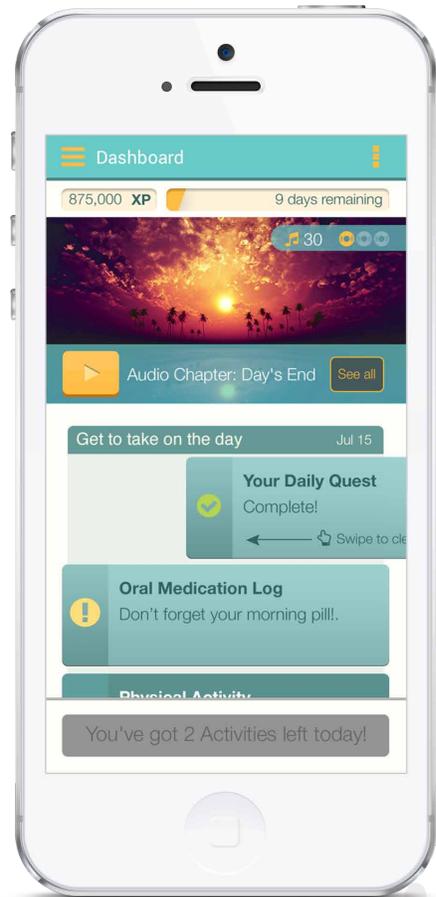
Ayogo is the world-class leader in developing behavior changing mobile applications for the world's leading pharmaceutical and healthcare organizations. We are committed to advocating for patients and consumers when it comes to making better healthcare decisions. Our belief is that when patients are educated, activated, and engaged, they make better choices. Better choices mean better health outcomes.

Ayogo's Empower Platform™

Ayogo's Empower™ is a Platform as a Service (PaaS) that harnesses healthcare gamification and social patterning effects to enhance intrinsic motivation, build self-efficacy, and help healthcare consumers integrate their care plans prescribed by a physician into their real, daily life.

Empower™ is also the fastest way for pharmaceutical companies to build, scale and deploy patient-centric applications that enables pharma Marketing and Patient Relations teams to:

- **Enhance current Pharma Patient Support Programs** with a digital solution that motivates patients to adopt a program of medication adherence and lifestyle change.
- **Gain access to patients** through an extended DTC distribution channel.
- **Provide a value-driven holistic solution** to patients for condition management including customized and sponsored (branded or unbranded) tools in the application.
- **Fight patient non-adherence** by equipping patients with tools and incentives to correctly take their medication—an important step to changing individual behaviors.



Ayogo helps pharma deliver mobile experiences that are "...cannier, more sensitive to patient needs and just plain more effective than pretty much every other education or awareness campaign out there."

- MM&M 2015



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Ayogo's Approach

Ayogo is honored to work with the country's most prestigious pharmaceutical and life sciences companies to bring patient activation and adherence to their patients. We provide our Empower Platform™, technology-enabled services, integration with your Agency of Record (AOR) if desired and ongoing support from our operational experts to help make your patient engagement program successful.

Why Ayogo?

Ayogo's goal is to work with our pharmaceutical partners to build and deliver engaging technology that patients want to use and that generate superior financial and clinical outcomes for your business:

Rapidly Create Pharma Apps	We significantly reduce your time to market. With our Ayogo Empower Platform™, we combine the power of our customized frontend apps with our scalable and reusable platform as the backend to launch your application.
Successfully Navigate the Medical/Legal/Regulatory (MLR) Process	Ayogo understands how to navigate the complex Medical/Legal/Regulatory (MLR) process. We work closely with your digital publishing team to ensure the application conforms to the requirements and passes through the process successfully.
Build Brand Affinity, Drive Demand, and Strengthen Loyalty with Healthcare Consumers	Build higher patient satisfaction and loyalty through applications that either support existing therapeutic treatments or stand on their own. Whether you are marketing a branded or unbranded solution, you can white-label the application for your unique patient population and to meet your pharma digital marketing objectives.
Meeting Your Mobility Demands Locally and Globally	We understand your team may be responsible for deploying solutions to patients locally and across the globe. Ayogo's Empower Platform™ offers a flexible licensing structure that can support multiple regions, languages, and technology platforms.
New Revenue Opportunities and Business ROI	Capture new revenue opportunities through collaborative care services by moving "beyond the pill." Add medical value to healthcare consumers with cutting-edge technology enablement.
Activation, Persistence, Adherence = Outcomes	Fight non-adherence by equipping patients with tools and incentives to correctly take their medicine. Help patients feel <i>empowered</i> to manage their prescription schedules and to see the value in following through on a course of treatment—an important step to changing individual behaviors.

