

## Pilloxa initiates a strategic partnership with Bayer AB

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**Pilloxa helps patients take their medicine in time by using an app that is connected to a smart pillbox**



Swedish digital health start-up Pilloxa has entered a strategic collaboration with Bayer AB.

Pilloxa helps patients take their medicine in time by using an app that is connected to a smart pillbox. Non-compliance, with patients either forgetting or failing to complete complete courses of medication leads to thousands of deaths and billions of Euros in costs for society, every year.

Ingalill Hyltander, Commercial Operations Director, Bayer Scandinavia said, "We see great potential in this innovation. For someone not too familiar with the subject it might seem like a trivial task to take one's medicine. The reality shows that poor adherence to medication is one of the biggest medicine-related issues that affects healthcare; many, especially chronically ill patients, could get better treatment. We also see that the product can improve the quality of outcomes when following up with the patients."

Francesco Mazzotta, CEO at Pilloxa said, "Pilloxa aims to be a leader in patient centric healthcare where innovation and modern technology combine to lay the foundation. We are delighted to collaborate with Bayer to meet one of the biggest problems in healthcare: poor adherence to medication. By joining forces in this way to we are able to lead the development of digital treatment aids that empower the patient and improve the result "beyond the pill"

Pilloxa has its roots in the Karolinska Institute in Stockholm, Region Stockholm and the Royal Institute of Technology (KTH). The user gets a reminder if they are about to forget their dose. In the app there is also an up-to-date medicines list, a dashboard visualizing the patient's medication history and a motivational tool. Poor adherence to medication leads to both medical risks for the patients as well as increased strain on the healthcare system, both in terms of time and costs.

By gaining access to both Bayer's Scandinavian and global network through this new collaboration, Pilloxa will get the opportunity to expand the market and introduce more people to their smart pillbox.