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World's First Digital nicotine-dependent Treatment App from CureApp for higher sustained smoking cessation (CAR) rate

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CureApp Smoking Cessation helps to quit smoking through smartphone Apps and portable CO inspectors by providing daily support to patients

CureApp



The CureApp nicotine-dependent treatment app is clinically proved as a higher rate of sustained smoking cessation (CAR) at multicentre, randomized clinical trial comparative study. This world's first randomized controlled trial of the Digital Smoking Treatment Program was presented at the American Thoracic Society International Conference on 20 May 2019 in Tokyo.

The CureApp solution provides information and educational materials through applications that are easily placed on patient smartphones, as well as carbon monoxide (CO) monitors and doctors' web interfaces for tracking their progress. The CureApp system is the first of its kind to be rigorously tested in Phase III clinical trials. With this validation, CureApp's goal is to use this information for approval and inclusion in health care by Japanese regulators, as well as global expansion in several countries, including the US.

CureApp, Inc. CEO and Respiratory Specialist Satake Takeo said: "The challenge for healthcare professionals is to help patients fight psychological nicotine addiction alone during clinical visits. CureApp's digital treatment is to bridge clinical visits. The breakthrough in the gap provides daily support for patients. We are working hard to obtain regulatory and

reimbursement approvals to provide solutions as soon as possible."

This clinical trial uses CureApp Smoking Cessation including smartphone applications for patients, portable CO inspectors for patients and web apps for doctors or control devices. Based on standard smoking cessation programs the course of treatment is 24 weeks. CureApp's third phase clinical trial in Japan was completed in December 2018. Dr Hiroshi Hiroshi of the Department of Pulmonary Medicine, Keio University School of Medicine has published these results at the American Thoracic Society International Conference ATS 2019.

The primary endpoint for validating the effectiveness of CureApp Smoking Cessation was the continuous smoking cessation rate (CAR)* for weeks 9 to 24. The CAR in the trial treatment group was higher than the control group, and the difference was statistically significant, indicating that CureApp Smoking Cessation helps to quit smoking continuously.

Smoking is the number one preventable cause of death in Japan and the US. Nicotine dependence is a type of drug dependence; it is reported to be as severe as heroin and cocaine dependence.