



# AdhereCoin

An Incentivized Medication Adherence System

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## PROBLEM

- Medication nonadherence annually results in 125,000 deaths and 25% of hospitalizations
- This costs the American health care system nearly \$300 billion each year!
- 44% Americans take at least 1 pill a day.

### WHY DON'T WE ADHERE?



Lack of medication literacy



Financial burden: Avoidance of refilling and check-ups



Hectic lifestyles. Organization & memory issues



Lack of convenient and efficient devices.

## SOLUTION



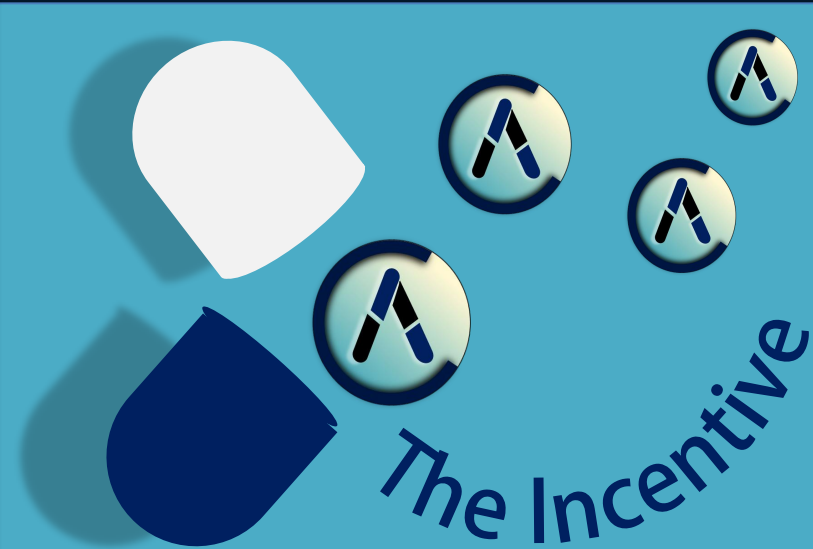
- A portable, Lego™-like customised medical adherence device that can house any type and number of medication including liquids and those requiring temperature control such as insulin and chemotherapy drugs.
- Audio – visual notifications set according to the regimen that can be remotely set up by the user or a caretaker.
- Individual sensors that can quantify the dose taken.
- GPS tracking feature with an inbuilt cellular connection for Bluetooth sharing capability so as to provide a hassle-free user experience.

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- Accompanying app that can provide notifications based on regimen schedule and alerts for missed doses to both user and caretaker network.
- User can quell medication doubts using the app database.
- Geriatric patient- friendly.
- Locate the device with the app.

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AdhereCoin  
= A cryptocurrency that will be generated based on your adherence pattern.  
= A cryptocurrency you can exchange for real money at pharmacies, hospitals and many, many other locations!

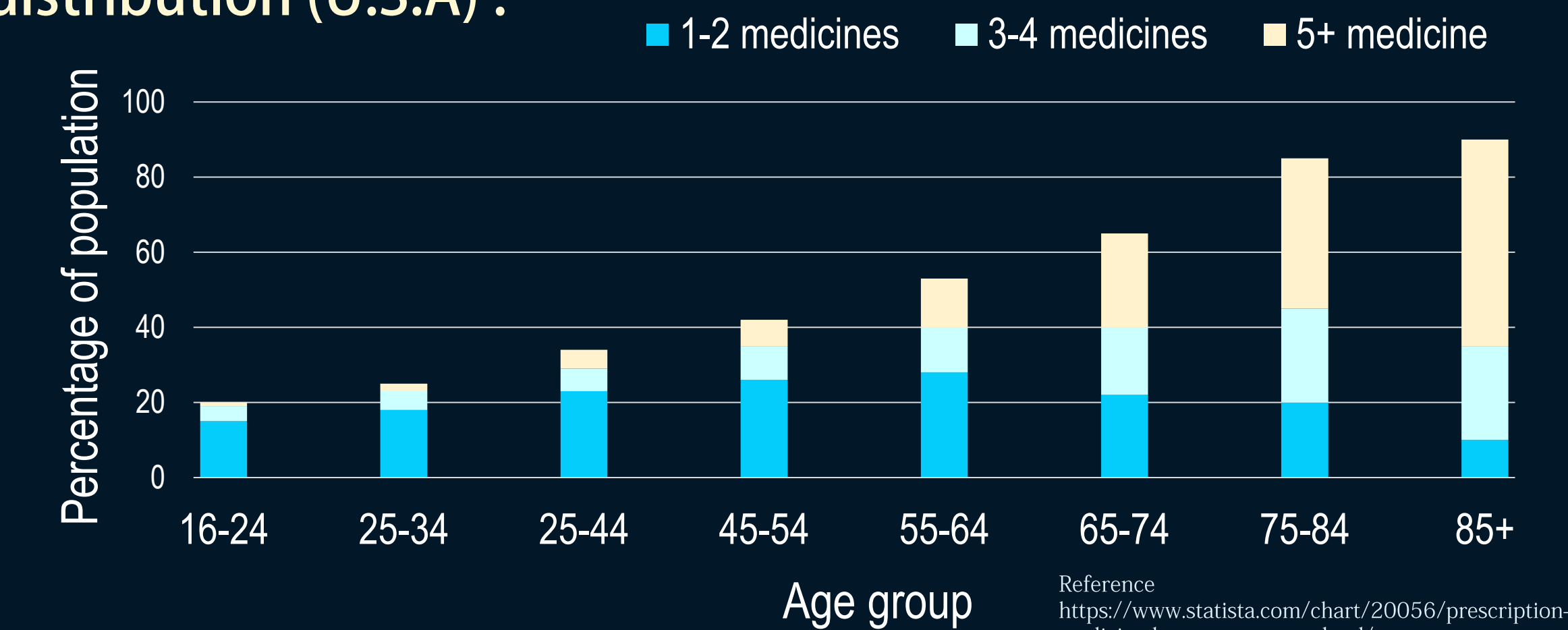
## MARKET ANALYSIS

Present Consumer Market :



- Can't track adherence
- Not geriatric – patient friendly.
- Can't store liquid + temperature controlled medication
- Many have limited features.
- Bulky, not portable
- Requires wifi, constant electricity
- Can't handle many types of medications

Target market distribution (U.S.A) :



## BUSINESS MODEL

AdhereCoin will be based on the utility token model and manufacturer business model.



An algorithm based on the medication regimen and adherence pattern will generate a fixed rate of cryptocurrency.



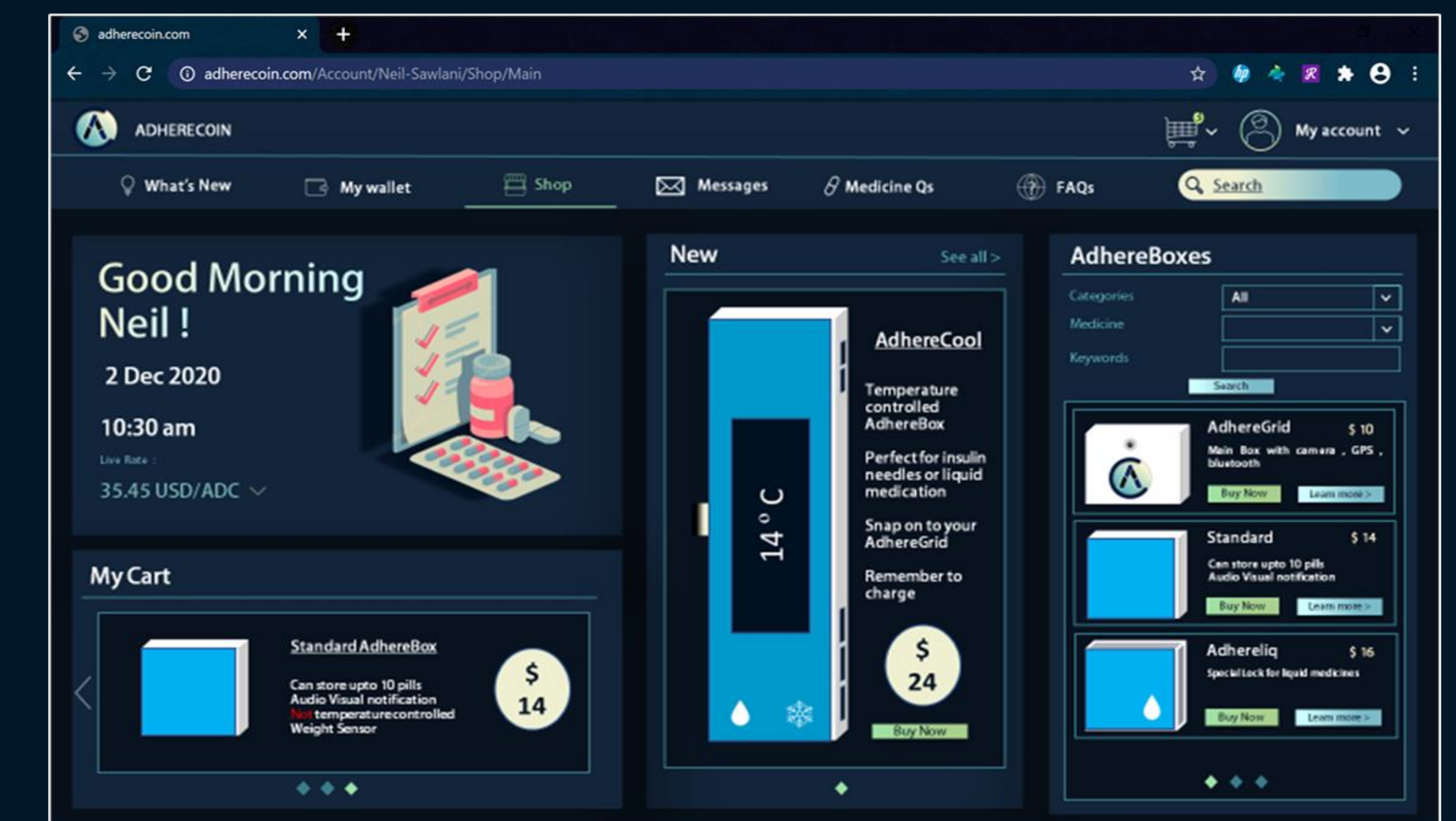
AdhereCoin's value will be determined by a global exchange.



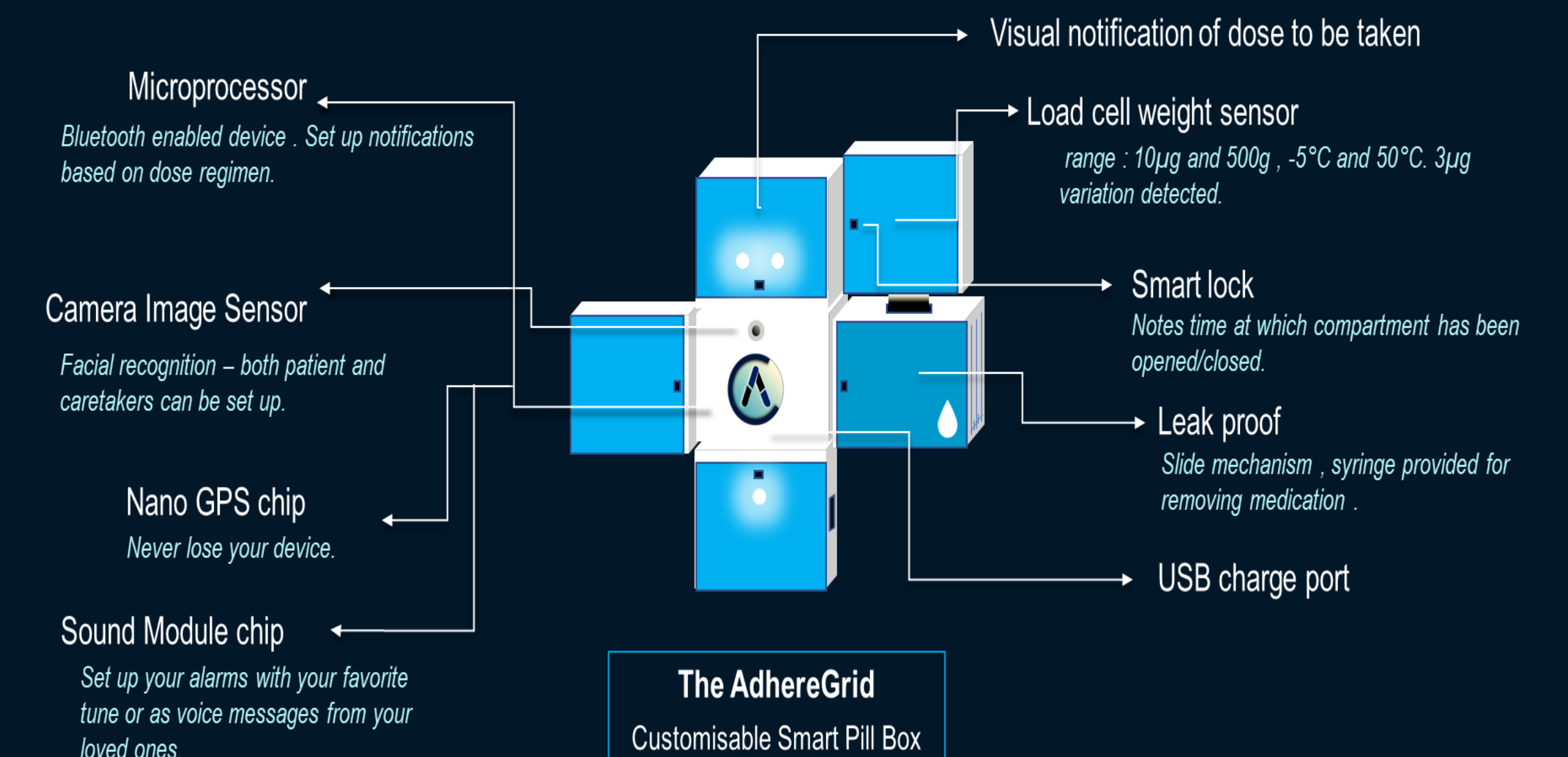
Based on the age of the user, the coin generated can be used as discounts for certain stores without affecting the total amount received by the company.

## VISION OF THE DEVICE

Website :



Based on the user's medication, specific Adhereboxes (standard, liquid, cool) will be suggested which can be purchased from our web portal and attached to the main AdhereGrid in a Lego™-like fashion.



The AdhereApp – for all ages.



Keep track of your dosage schedule.

Let your loved ones know you're taking care of yourself.

Earn and use AdhereCoins!

## FUTURE DIRECTION

