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**With Patented Smart Pill Bottles Connected to the Cloud for Data Analysis Improving Medication Adherence, AdhereTech Solves the Biggest Problem in Healthcare With a Simple Solution that Benefits and Works with Patients' Busy Lives**

**Healthcare  
Smart Pill Bottles**

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**Josh Stein  
CEO**

**About AdhereTech**

AdhereTech has created patented smart pill bottles that improve medication adherence. These bottles measure the exact number of pills (or amount of liquid) in the bottle in real-time, wirelessly send this HIPAA-compliant data into the cloud, and remind patients to take their medication via phone call or text.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Stein, what is AdhereTech?

**Mr. Stein:** AdhereTech has created patented smart pill bottles that helps

patients take their medication. We take a wireless chip, the same chip that you would find in a cell phone, and we've put that into a pill bottle. This way, the pill bottle is always connected to the Cloud; the patient does not have to set it up or change their behavior in any way. The bottle automatically sends pieces of data into the Cloud. First, it sends when the bottle has been opened or closed. Second, with a patented sensor inside of the bottle, it knows exactly how many pills were removed. We know when you took your pill and how many pills you took and we compare that to the patient's recommended dosage schedule. If there is any sort of discrepancy, like a patient didn't take a dose, or took too many or too few pills, we send the patient a reminder. We can send the reminder to their phone, text or email. We also do more with the data we collect, such as solicit feedback and integrate the data with other solutions. At a high level, we compare how many pills you should have taken to how many you took and intervene accordingly.

**CEOCFO:** Will people take pills out of their bottle and put the pills into AdhereTech's?

**Mr. Stein:** Our goal is to integrate with pharma companies so that patients pick up our bottle automatically at the pharmacy for certain high cost, specialty drugs. Instead of getting their drugs in the regular orange pill bottles, they would get it in one of our preprogrammed bottles.

**CEOCFO:** Where are you in the process?

**Mr. Stein:** We have a working prototype. This summer we have a trial

with Walter Reed Army Medical Center to test our bottles against control groups for type 2 diabetes patients.

**CEOCFO:** How was AdhereTech able to work with Walter Reed Army Medical Center?

**Mr. Stein:** That is a great question. Medication non-adherence is arguably the most costly problem in healthcare today. People not taking the right amount of medication increases healthcare costs by \$300 billion every year in the U.S. and that means pharma loses out on \$100 billion every year. It is a relatively simple solution in that people have the pills available to them much of the time but still do not take their pills. It is a problem that many people care about, especially people in healthcare. We reached out to many experts in the field and explained that we are an early stage company but we have a solution with a great team and background and we want to test the bottles with the best people out there. The meetings went well and experts were receptive.

**CEOCFO:** What was the greatest challenge in getting the technology in place?

**Mr. Stein:** The toughest challenge was creating a bottle that was pretty, so that patients would want to use it. For us, it was important to have a bottle that not only worked well but also looked inviting and that patients would want to use. We put our heads together and said, "Maybe the right way to do this is to work with an industrial design firm that has expertise in healthcare as well as in building consumer devices to invite the user to interact with it." We found a great de-

sign firm in New York called Tomorrow Lab and have been working with them since January. They have been fantastic. Their team is incredibly amazing and brilliant, and their expertise is about making sure things work and look beautiful.

**CEOCFO:** Where does the information go?

**Mr. Stein:** The bottle itself is a relatively simple device; it only sends two pieces of data into the Cloud. All of that data is automatically sent to our secure server. We compare the data to the patient's recommended dosage. Because the data is stored in our database—and I will preface this by saying, without any question or doubt, we obey all HIPAA laws to the highest extent—we can make this data as scalable, sharable as the patient wants. For example, if you are a patient and want a reminder with your data completely protected, that is the default. However, if you are a tech-savvy patient and want your caretaker and children to have access to the data along with a great looking dashboard to log into and see how you are doing on a chart, these are all possible and easy to do with our solution. Everything goes to our server and patients can use the data as they see fit.

**CEOCFO:** Why is AdhereTech's solu-

tion superior to any others that have been proposed?

**Mr. Stein:** We are friendly with our competitors and see them as market builder. We hope there is large scale adoption of one of these solutions, ideally ours, but even if another one is adapted at a large scale that would still be good for us because it would create the smart pill bottle market that is in its infancy right now. However, our solution is better than all existing solutions in three areas. Each one of these areas does not apply to every single product out there but no other product out there has all three of the-

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**- Josh Stein**

se areas, which are extremely important in order for the product to succeed. Area number one is accuracy. All of the product out there do not actually measure the contents. We measure both the opening and closing of the cap and the contents; we know when you took your pill and how many you took. The second is usability. Many of these solutions require patients to set up the solution in some way or change their behavior. That might mean syncing their device to their Bluetooth or Wi-Fi. We do not do that. We want our solution to fit into patients' lives so that, ideally, patients do not need to change their behavior

at all in order to use it. They use the bottle like they would any normal pill bottle; the only difference is that they will get a phone call when they forget to take their pills. Number three has to do with our philosophy on data. Obeying all HIPAA is of the utmost and highest concern. We want to give patients access to their own data so they can integrate it with other solutions that they see fit. Other competitors out there say that they are the solution. We have taken a step back and say that we are part of the solution.

**CEOCFO:** Will AdhereTech be seeking funding or partnerships for the next steps?

**Mr. Stein:** We are funding and we have secured a lot of funding. We are seeking \$750,000 and have about half of that committed.

**CEOCFO:** What makes AdhereTech a company worth looking at for investors and people in the business community?

**Mr. Stein:** We are solving what many healthcare experts say is the biggest problem in healthcare—medication nonadherence. AdhereTech is solving a problem that is extremely costly and can save lives. We have a strong team with great advisors, a working prototype, strong IP, and partnerships in place.

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