



## **Janssen Healthcare Innovation Launches Care4Today™ Mobile Adherence Medication Reminder Platform**

***Free, secure mobile app and website designed to improve adherence to treatment regimens through self-directed reminders to take medications, refill prescriptions and visit healthcare providers***

SAN DIEGO, July 25, 2012—Janssen Healthcare Innovation, a team within Janssen Research & Development, LLC (Janssen), today announced the launch of Care4Today™ Mobile Adherence, a secure messaging platform, mobile application and website ([www.care4today.com](http://www.care4today.com)). The mobile platform is designed to improve adherence to treatment regimens through reminders to take medications, refill prescriptions, and visit healthcare providers.

The Care4Today™ Mobile Adherence platform works with almost any phone with web browsing capabilities, regardless of platform or service provider, including iPhone®, BlackBerry® and Android™ devices, as well as many feature phones. The mobile adherence platform can be used for any kind of prescription or over-the-counter medication or nutritional supplement, including, but not limited to, products from the Johnson & Johnson Family of Companies.

“Janssen Healthcare Innovation is developing products and services to transform the patient experience and promote better health outcomes. We have identified improving medication adherence as one of our key initiatives,” said Diego Miralles, M.D., head, Janssen Healthcare Innovation. “The Care4Today™ Mobile Adherence platform can help overcome the number one barrier to consumers taking their medications by providing customized reminders delivered via secure messaging directly to their cell phone, a device that most people carry with them at all times.”

Janssen develops therapeutic products for many disease states with the goal of helping people live healthier lives. Ensuring adherence to treatment regimens is an important priority. Studies have shown that up to 50 percent of patients in the U.S. don't take their medications as prescribed<sup>1</sup>. There are a variety of reasons why people don't take their medication, but the number one reason cited is they simply forget<sup>2</sup>. Medication non-adherence can result in serious health consequences, including delayed recovery, disease relapse, hospitalization and even death<sup>3</sup>. Medication non-adherence contributes to approximately 3.5 million hospitalizations and 125,000 deaths annually in the U.S., costing an estimated \$290 billion in avoidable medical spending<sup>1</sup>.

Ninety-one percent of Americans carry a cell phone<sup>4</sup> and studies have shown that text message reminders effectively improve medication adherence. The Care4Today™ Mobile Adherence platform uses secure two-way messaging on web-enabled phones and each self-directed reminder message requires a response that is recorded in the user's adherence record stored on the secure and privacy-protected [www.care4today.com](http://www.care4today.com) website. Users can monitor their adherence record or print it to share with their healthcare provider if desired.

The Care4Today™ Mobile Adherence platform has a number of advanced security features to protect the privacy of users, including:

- Secure two-way messaging with up to 256 bit data encryption
- All accounts are password protected
- A user's identity is not associated with their medication adherence data
- Janssen does not have access to user identities
- Message reminders can be customized to be direct ("Take my medication") or discreet ("Walk the dog" or any other user-chosen reminder phrase)
- If a user's mobile device is lost or stolen all information can be remotely deleted through the [www.care4today.com](http://www.care4today.com) website

The Care4Today™ Mobile Adherence app can be downloaded directly from the Apple App Store, the Google Play Store or the [www.care4today.com](http://www.care4today.com) website. All users are instructed to go to the website to register and receive a temporary password. Once registered, users can set medication reminders and update information from either their mobile device or the website.

### **Janssen Healthcare Innovation**

Janssen Healthcare Innovation is an entrepreneurial team within Janssen Research & Development, LLC, (Janssen), one of the Janssen Pharmaceutical Companies of Johnson & Johnson. Through collaborations, Janssen Healthcare Innovation is developing products and services to deliver high-quality, cost-effective healthcare. The team's current initiatives include solutions to address three emerging markets of healthcare: optimizing healthcare delivery, the maintenance of health, and innovative financing of healthcare. It also has projects designed to enhance the company's existing businesses by improving patient adherence to treatment regimens, applying personal genomics to drug development, and modernizing clinical trials. For more information, go to: [www.janssenhealthcareinnovation.com](http://www.janssenhealthcareinnovation.com).

### **References**

1. Thinking Outside the Pillbox: A System-wide Approach to Improving Patient Medication Adherence for Chronic Disease, New England Healthcare Institute, A NEHI Research Brief, August 2009
2. Patient Non-Adherence: Tools for Combating Persistence and Compliance Issues, Frost & Sullivan Whitepaper
3. The 21<sup>st</sup> Century Intelligent Pharmacy Project: The Importance of Medication Adherence, Center for Health Transformation 2010 Whitepaper
4. CTIA-The Wireless Association Semi-Annual Wireless Industry Survey, 2012

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