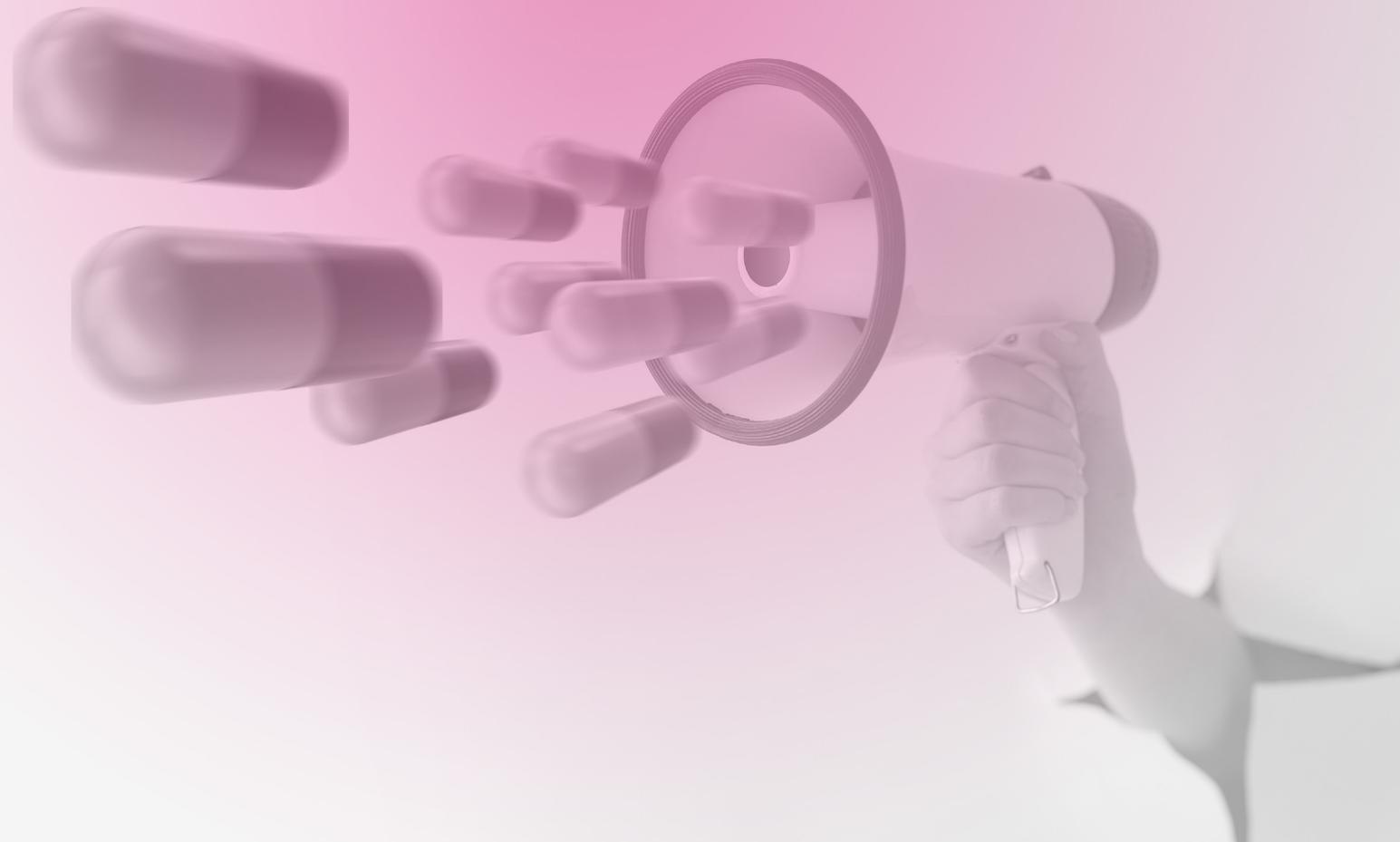




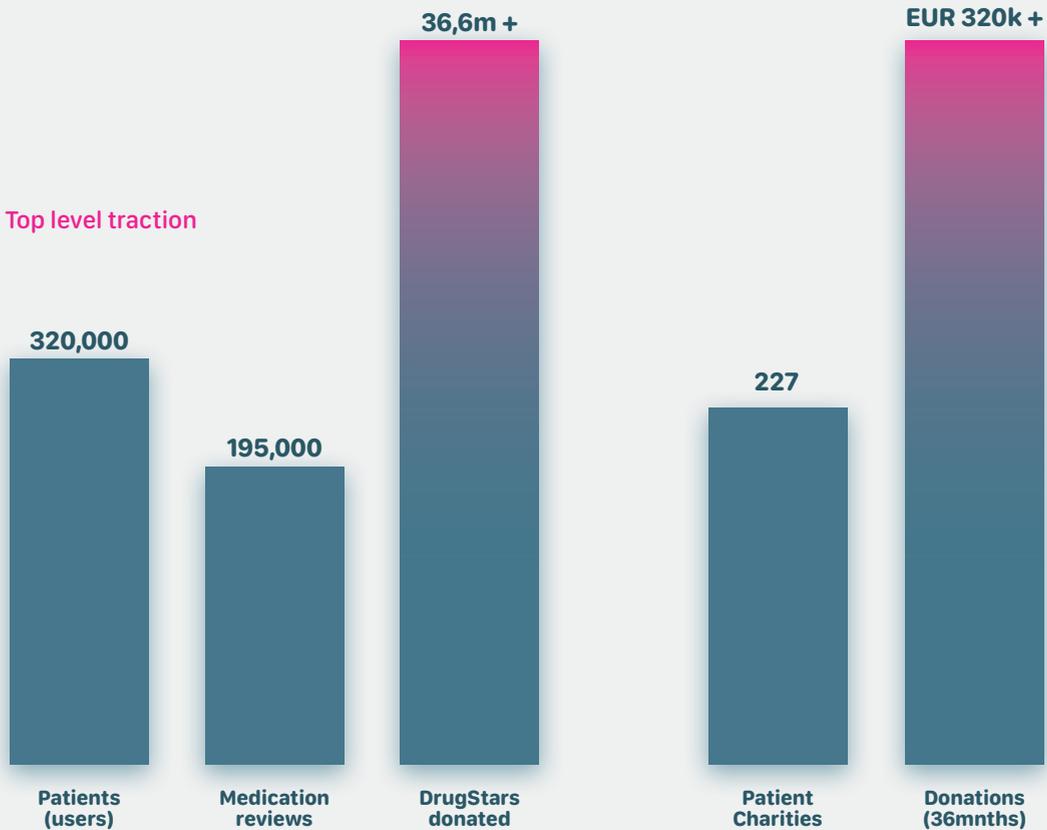
A user love story

Patients voice on pharmaceuticals

Patients are the real experts on medicines - DrugStars magnifies the patients voice on and around medicines through Real World Experience and Evidence.



Top level traction



DrugStars Users (1,716)
Net Promoter Score:



75%



5.5%



NPS

69.5

Patient organizations UK
Net Promoter Score:



78%



0%



NPS

78

Patient organizations DK
Net Promoter Score:



85%



0%



NPS

85



User reviews:



4.6
out of 5



2,436 Ratings



4.442★

New Google Play rating ?

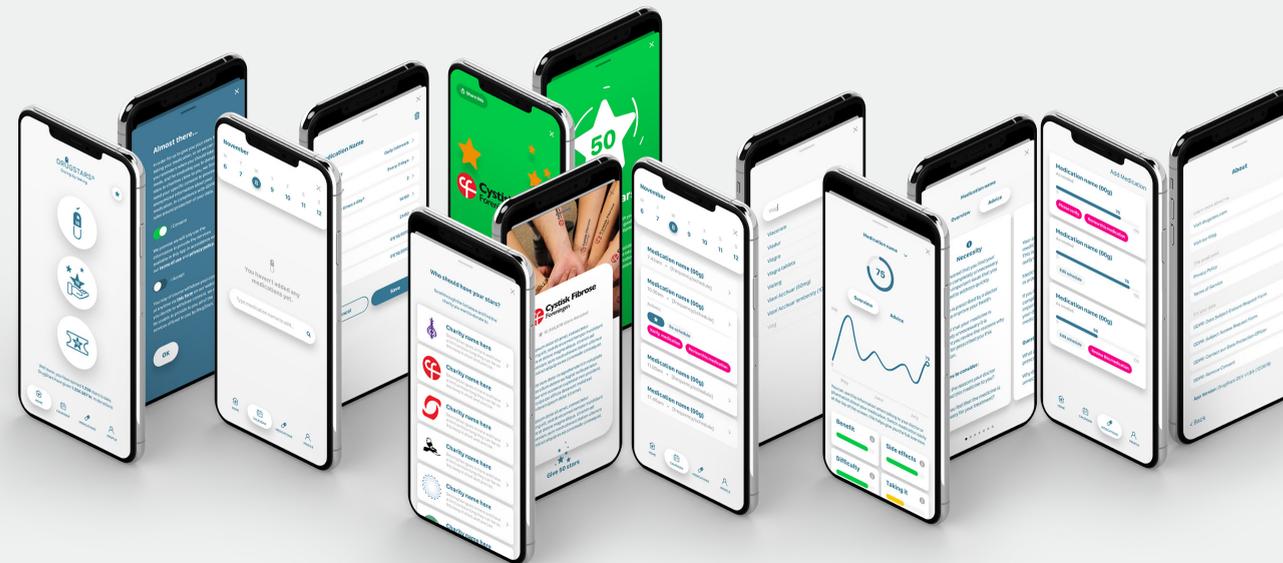
4.463★

Lifetime rating ?

1,210

Total ratings

Designed for Accessibility, Usability, Inclusion and Privacy



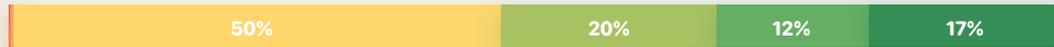
■ Worsened
 ■ Neutral
 ■ Improved

Our deep and sustainable impact on patients outcome of treatment

These are the findings from our most recent survey (December 2019) carried out with 1,631 users of the app that have been active over 60 days.



Since I started using DrugStars, my ability to take my medication as prescribed...



Since starting to use DrugStars, my understanding of my medicine has...



Since starting to use DrugStars, my ability to remember to take my medicine has...



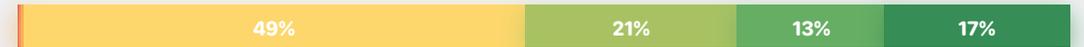
Since starting to use DrugStars, my motivation to take my medicine has...



Since starting to use DrugStars, the effect of my medicine on my health has...



Since starting to use DrugStars, my ability to avoid or cope with side effects from my medicine has...



Since starting to use DrugStars, my attitude toward my medicine has...



Since starting to use DrugStars, my general ability to take good care of my health has...

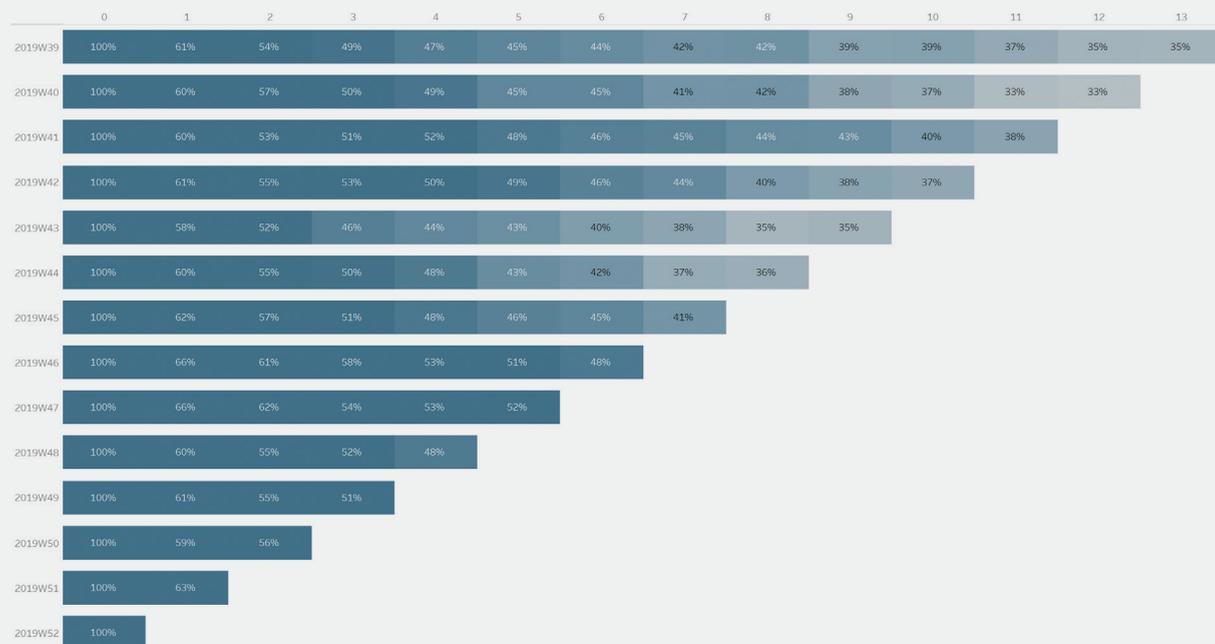


Since starting to use DrugStars, my general health has...



Since starting to use DrugStars, my quality of life has...

Weekly user retention across the Nordics



Some real patients real voices:

A brilliant way to reward both individuals and NGOs / charities for taking the right medication at the right time; a genius collaboration between healthcare providers and their patients.

I think it is a good idea and it feels really good to contribute in this simple way.

Really good reminder & feels good to be able choose who you donate to.

I love being able to make donations by taking my medication, the reminders have been great for me as before using the service I would often forget to take my tablets, and the choice of charities is wonderful.

Live the idea of donating whilst being reminded to take medicine.

I think it's such an outstanding idea!

It would be nice if we could see exactly how much our stars have donated to charities, in £'s. I don't really know what the equivalent of 50 stars is in real terms. I love the idea though and feel like I'm giving back a little for just doing what I have to do anyway!
If you could select 'favourite' charities that would be nice, then you could still showcase new charities at the top, then show favourites, then the rest.

Amazing! I think your app is the greatest app ever and its a great thing do donate.

Smart and intelligent app.

I think it's great as it's so easy to use and donations go to a great cause, and they're free.

Being able to generate funds for MS is awesome, thank you.

Good charity choices however never listens to suggestions.

Love it.

Who ever came up with this idea is amazing. It's all so easy and also reminds you go take your medicines, charities receive some funding too, couldn't ask for more

I like it a lot! I wish there was a button for when I forget medicine though. I feel like I'm stealing or cheating is I add a star when I forget

The reminders and donations are good for me.

Drugstars is the best initiative I've ever heard of is amazing it helps people take their medicine and in the same time helps the community it's just amazing.

I love it, and get so happy every time I can donate.

It's handy and gives me more of a reason to take my meds

I think it a very good idea, and it wonderfully that charities benefit from me taking my medication

Really a good thing, it feels good to donate some stars/ money to foundations that matter.

I think it's a great way to help remind people with the added benefit of the donations

I love the idea of being able to give something back by just being reminded and taking your pills. I've recommended this app to many of my friends and they all love the idea of it too!

You are the top. All is good, No...It's great.

I'm taking medication anyway, so being able to donate the stars to charity is super. I would like to know what amount each donation equates to though.

It's great to know that just by taking your meds you can help a chosen charity. The reminders could be good for people just starting a new drug.

A reminder of the importance of taking my drugs & also Benefiting my charity.

Love that you can donate to charity just by taking your medication.

I love to be able to help and donate to charity.

I love that I can help, in a small way, seeing as I can't personally afford to donate much of my own income.

I think it is a food idea, because I have been more motivated to take them so I can donate stars for those organizations so the people's some need the help are getting it before it's too late

Helps not only me but others who have diabetes. All for just taking my medicine.

I Love it

I love giving and remembering to take my meds

It feels good to make donations that make a difference! I like giving. I need to take meds and when I take I also give. An easy way to help organisations!

A small selection of disease specific volume, Churn, lifetime and engagement:

	Active users (DK in 19)	Avg. Churn	Avg. Lifetime (Months)	Avg. days active per month
 Diabetes	1,7k	9%	19	19
 Birth control	12,5k	20%	10	15
 Epilepsy	2,6k	10%	15	18
 Respiratory	1,7k	10%	15	18
 Pain	5k	11%	14	17
 IBD	2,7k	9%	14	18

	Active users (DK in 19)	Avg Churn	Avg. Lifetime (Months)	Avg. days active per month
 Parkinsons	0,4k	7%	20	17
 Rheumatology	0,8k	7%	15	18
 Psychiatry	7,8k	15%	12	16
 Cancer	1k	8%	14	9
 Cardiovascular	3,3k	7%	17	20
 Dermatology	0,6k	11%	16	18

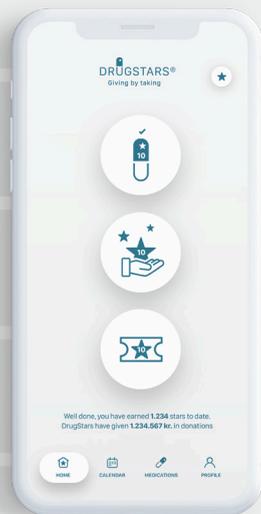
DrugStars the RWE company

RW | Education

RW | Engagement

RW | Experience

RW | Evidence



Maximize your current Patient Support Program investment by making your material available in the DrugStars platform to users who are already using your products. **Monthly fee**

Ensure that DrugStars users using your products, get the full benefit from the in app premium adherence solution, helping to reduce dropout. **Pay Per Patient**

Get access to valuable Medicine Experience and Attitude data direct from users of your product. Patient preference for marketing and market access. **Subscribe for yearly access.**

Get access to valuable Patient Reported Outcome Data direct from users of your product already using DrugStars. Gather data for market access, marketing and pricing. **Subscribe for yearly access**

Get the app & lend your voice.

You can download the app where you normally get your apps by simply searching for **“DrugStars”**

Or just grab your phone and point the camera at the QR code below and lets us help you.



Get in touch and hear more.

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