Press release, 12 November 2020

The TOM app helps users to improve medication compliance.
Together with Medgate and TopPharm Apotheke Witikon, the Zurich start-up Innovation 6 aims to increase medication compliance among its app users.

Two tablets before breakfast, one with lunch and two more before bedtime – anyone who has to take different medication at different times of day and in varying doses can easily lose track. The result is that hundreds of thousands of patients fail to comply with the regime prescribed by their doctor. This can have far-reaching implications for their health, and even lead to irreversible secondary disease.

No more interruptions when medication runs out

This is precisely where the TOM app developed by Zurich start-up Innovation 6 comes in. It has by now sent more than 1.5 million reminders to its 50,000 users all over Europe to ensure they don't forget to take their medication on time. All the user must do is enter their prescription or select the medication from a database of more than 120,000 official products. Within just a few seconds, this enables new medications to be added to their virtual medicine cabinet and managed.

Following the successful launch of the app, the start-up now plans to go a step further and help its users not only to take their medication at the right time, but also ensure they receive new supplies in good time so they never run out. After all, patients are not always able to visit their doctor or pharmacist themselves – particularly in this COVID-19 pandemic situation. With a view to preventing any interruption in treatment, the company has launched a collaboration with digital health provider Medgate. TOM app users can now consult a doctor via Medgate and also receive prescriptions through this channel if appropriate. If the user prefers, prescriptions can also be sent directly by Medgate to TopPharm Apotheke Witikon for home delivery.

Huge savings potential for health insurers

The lack of medication compliance is not only damaging to patients, but also costs health insurers huge amounts of money. If all patients in Switzerland suffering from a chronic illness were to improve their medication compliance, this alone would save several billions of francs a year, according to the health insurance association Santésuisse. The reason for this is that patient failure to comply with the therapy methods prescribed can result in new medical appointments and diagnoses, sometimes even involving emergency situations. In the worst case, additional higher dose and new medications are needed in order to treat these patients, with expensive long-term care another possible result. Although the calculations by Santésuisse are based on estimates from 2015, they nevertheless provide an indication of the scope of the problem. According to these calculations, a medication-compliant chronically ill patient costs on average CHF 13,000 a year, while the costs for a patient who fails to comply with their doctor's instructions can be four times this amount. 'We would like to use the TOM app and its new functions not only to help patients but also to make a contribution to a reduction of healthcare costs,' explains Sven Beichler, CEO of Innovation 6 AG.

About Innovation 6
Innovation 6 AG, headquartered in the Zurich Oberland, develops and operates digital solutions in the field of medication management. The first product from the start-up established in 2019 was the smartphone app TOM, which was launched in June 2020 and already has more than 50,000 after just four months.

Contact
Sven Beichler, CEO Innovation 6 AG
Tel: +41 (0) 79 22 29 854
Email: sven.beichler@innovation6.ch
www.tommedications.ch

About TopPharm Apotheke Witikon AG

We have been serving customers at Carl-Spitteler-Strasse 2 in the heart of Witikon in Zurich for 10 years, and with each and every visit, the well-being of our customers is our main priority. We move with the times and now also deliver prescription medicines to homes throughout Switzerland. For more information, visit: www.apotheke.ch/witikon/news/medikamenten-versand
Tel: +41 (0) 44 / 380 0026

About Medgate
Medgate brings the doctor to where patients need them, with a focus on digital health solutions. Medgate was established in 1999 and currently has more than 320 employees in Switzerland, including 110 doctors. Medgate has operated the largest telemedicine centre in Europe since 2000, and has considerable experience and expertise in the field of telemedicine. www.medgate.ch