

## About AllergyPal

MCRI AllergyPal, co-developed with the Murdoch Children’s Research Institute, is an electronic record of a child’s ASCIA allergy plan that helps a non-primary carer to manage a child’s food allergy. Created by leading paediatric allergists, AllergyPal aims to minimise the risks associated with childhood food allergies for the 400,000+ Australian families affected by the condition.

## Impact

MCRI AllergyPal made significant commercial progress throughout their participation in ANDHealth+ program. They launched their commercial product and consolidated their partnerships with Australasian Society of Clinical Immunology and Allergy (ASCI) and Allergy & Anaphylaxis Australia. MCRI AllergyPal hired an industry CEO, began generating revenue, served thousands of patients and entered new markets both nationally and internationally.

## Testimonial



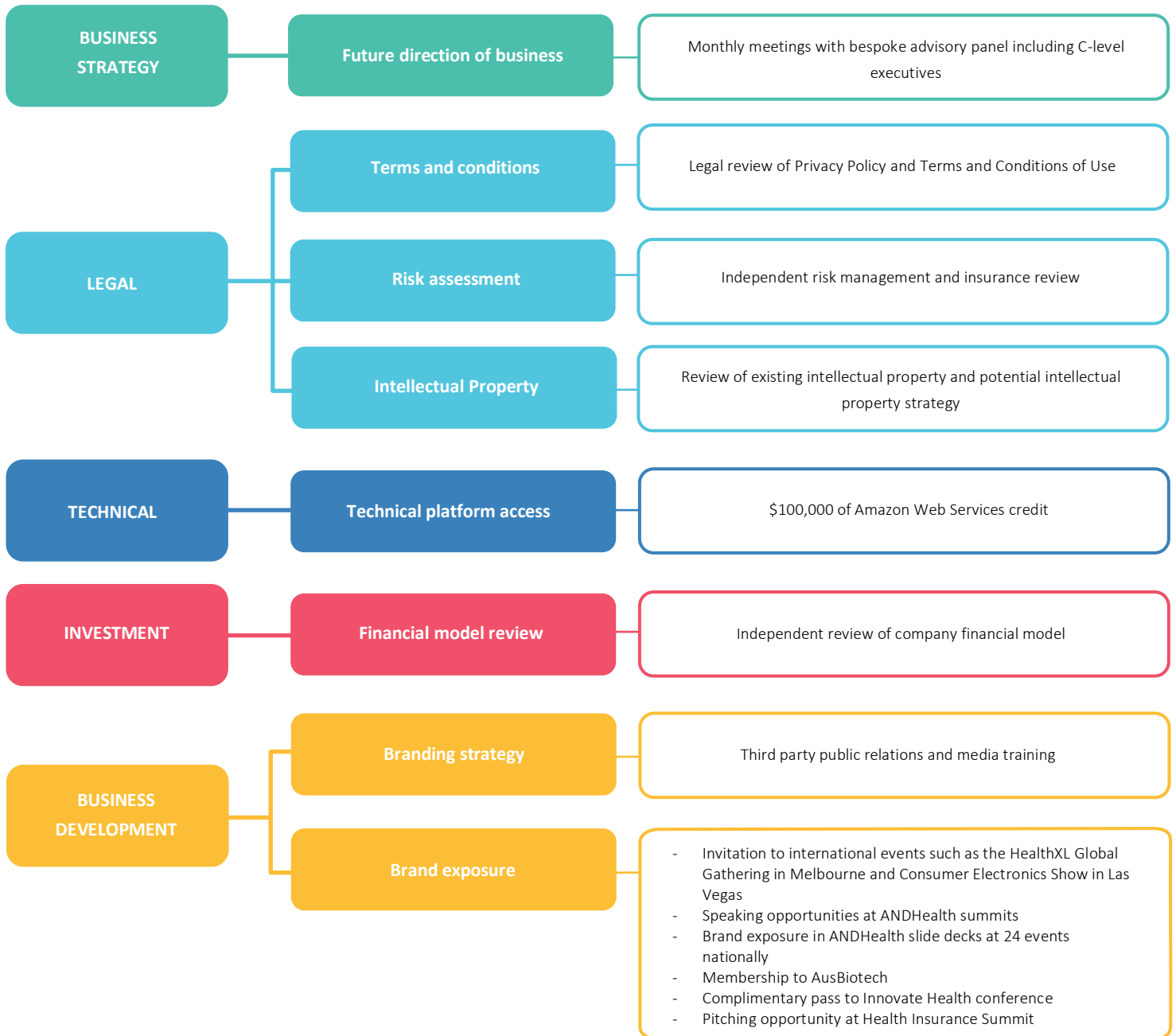
*“It has been a great experience being part of the ANDHealth+ program. The support and insights from our expert panel and the ANDHealth team has helped open doors and allowed us to focus our business strategy and path to market. Being able to network with the other teams in the Program has given us a broad exposure to other challenges and commercial hurdles a digital health company may face and ways in which to tackle these.”*

**Sam Holt, Chief Executive Officer, MCRI AllergyPal**

## MCRI AllergyPal Milestones

Milestones	Before ANDHealth+ 2017 Program	After ANDHealth+ 2017 Program
Commercial Progress	● ○ ○ ○ ○	● ● ● ○ ○
Business Strategy	● ● ○ ○ ○	● ● ● ○ ○
Data Management	● ○ ○ ○ ○	● ● ● ● ○
Investment Readiness	● ○ ○ ○ ○	● ● ● ○ ○
Brand Awareness	● ○ ○ ○ ○	● ● ○ ○ ○

## Opportunities Delivered by ANDHealth



### MCRI AllergyPal and ANDHealth

MCRI AllergyPal was selected from over 50 companies to be part the ANDHealth+ 2017 program. The ANDHealth+ program assists Australian mid-stage digital health companies to meet key investor, partner and customer requirements around clinical and commercial validation. ANDHealth+ requires no equity consideration, provides the company with a bespoke advisory panel, ANDHealth, contributes A\$60,000 to securing relevant third-party expertise and cohort companies also benefit from over \$150,000 worth of in-kind offerings, including technical platform services, media & communications, insurance, human resources, intellectual property and legal support. MCRI AllergyPal received only in-kind benefits from ANDHealth+.