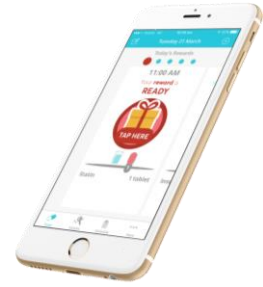


About Perx

Perx Health has developed an innovative program, delivered via a mobile app, to improve the health of people managing medications by making the daily chore of taking medicine more rewarding using gamification and behavioural change techniques.



Impact

Perx has progressed significantly during their time in ANDHealth+. Their evidence base has expanded by completing a pivotal clinical study with an academic partner that demonstrated significant increase in medication adherence in three target conditions. In addition, Perx secured two large pharmaceutical pilots and one public health pilot, which added an evidence base to their product with a view to reduce the risk for investors in the medium term. Perx has raised over AUD\$700,000 in capital, and has begun earning revenue. Moreover, Perx has experienced positive economic outcomes in creating four new jobs and securing more customers. With a view to expand, Perx also began exploring US market opportunities.

Testimonial



“ANDHealth+ was a critical supporter for us as we successfully started commercialising our unique product. The tailored assistance given ranged from funding support for a real-world trial with an ANDHealth+ partner, strategic regulations and market-entry advice, plus a sounding-board of experienced med-tech professionals.

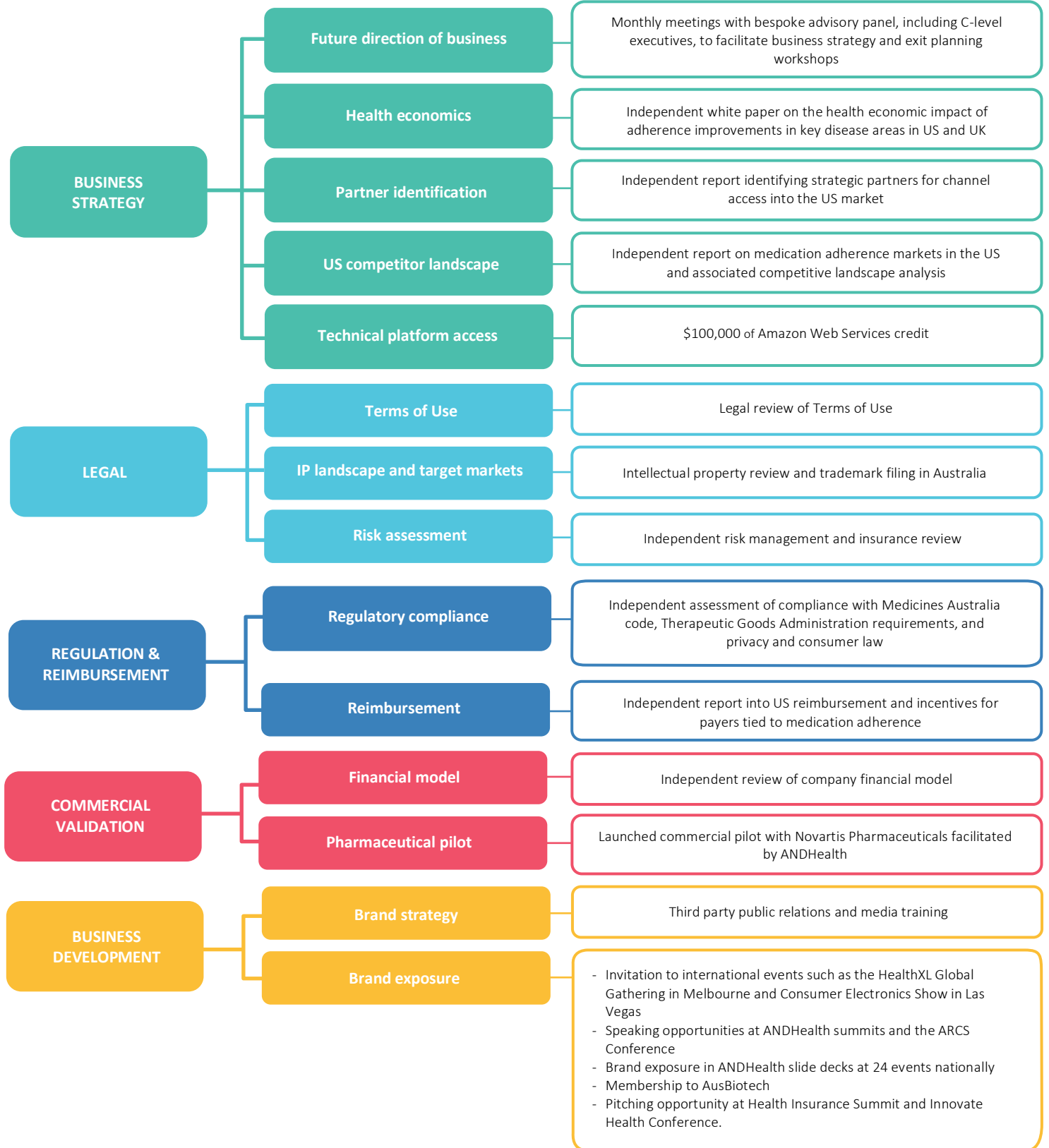
“The 2018 financial year was the foundation year for the Perx business. We have a long way to go and a lot to learn to make Perx the motivational community for those managing health conditions. We started 2018 with a basic product with no customers. We finish 2018 running multiple commercial programs with great healthcare organisations. As founders without a health background, we have learnt a huge amount about commercialisation pathways, operationalising in a health setting and planning for long-term defensibility.”

Hugo Rourke, Co Founder, Perx

Perx Milestones

Milestones	Before ANDHealth+ 2017 Program	After ANDHealth+ 2017 Program
US Market Readiness	● ○ ○ ○ ○	● ● ● ○ ○
Business Strategy	● ● ● ○ ○	● ● ● ● ○
Legal	● ● ○ ○ ○	● ● ● ● ○
Regulation & Reimbursement	● ● ○ ○ ○	● ● ● ● ○
Commercial Validation	● ○ ○ ○ ○	● ● ● ○ ○
Business Development	● ● ○ ○ ○	● ● ● ● ○

Opportunities Delivered by ANDHealth



Perx and ANDHealth

Perx 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. Taking no equity, ANDHealth+ provides the company with a bespoke advisory board, over \$150,000 of direct in-kind support and up to \$60,000 toward third-party services.