



## **Adherium Announces Participation in SmartAirLA Effort to Combat Asthma in Los Angeles with Support from Blue Shield of California Foundation**

### **The Program Aims in Part to Develop Better Models for Expanding Data-Based Medication Adherence**

San Mateo, CA - October 3, 2018 - Adherium (ASX:ADR), a leading digital health platform for medication adherence today announced its participation in the launch of the SmartAirLA program to empower communities to reduce the effects and prevalence of asthma in Los Angeles through Internet of Things technology.

Using Adherium's Hailie™ solution, SmartAirLA will help patients with asthma and COPD access better care through a low friction digital experience that includes a smartphone app, available on both iOS and Android, and a sensor that attaches to a patient's prescription inhaler medication.

"Our objective together with the partners leading this program is to reduce asthma-related hospitalizations, decrease asthma-related student absenteeism, and lessen exposure to pollution that leads to asthma exacerbation," said Adherium CEO Arik Anderson. "SmartAirLA will equip families with the Hailie™ solution to track adherence, and allow physicians to use the data to customize treatment to each individual."

"We are grateful for Adherium's strong support of our partnership to advance health equity for underserved children in Los Angeles by transforming how we treat asthma," Ray Cheung, Executive Director of SmartAirLA, a public-private partnership with the Asthma Coalition of Los Angeles County, Los Angeles County Department of Public Health, and the City of Los Angeles.

"As the leading adherence company in digital health, employing device data to ensure proper patient use of medication, reduced costs of healthcare, enhanced comprehensive care, and improved quality of patients' lives, this effort in Los Angeles matches with our mission," said Anderson. "We and our partners believe health technology should be simple to use and we have strived to make the clinically proven Hailie™ solution effortless for managing chronic respiratory conditions like asthma and COPD. We look forward to seeing it at work in this way in Los Angeles and to learn from it."

As part of the broader comprehensive Hailie™ solution, Adherium has also launched nationally an online portal for healthcare professionals and clinicians ([go.hailie.com](http://go.hailie.com)) to visualize and analyze patient-group data collected from Hailie™ sensors. This platform will support engagement between health professionals and patients by enabling sharing and monitoring of patient inhaler usage.

Asthma continues to be the third-ranking cause of hospitalization for children under 15 years of age in the U.S. It is the leading cause of missed school days among children aged 5 to 17. Students with asthma may be at a higher risk of poor performance, and families continue to struggle to cope with asthma, as each missed day of school can also lead to missed work days.

Beyond the Los Angeles initiative, to date more than 130,000 Hailie™ sensors have been shipped globally, including for more than 30 clinical trials across 40 countries, which have led to more than 70 peer reviewed publications. Adherium has earned FDA 510(k) clearances in the United States for both prescription and over-the-counter use of its Hailie™ sensor with SYMBICORT®, ProAir® HFA, Ventolin® HFA and Flovent® HFA inhalers.

### **About Adherium**

Adherium is a provider of digital health solutions and a global leader in connected respiratory medical devices, with over 130,000 sold globally. The Company develops, manufactures and supplies patients, pharmaceutical companies, healthcare providers and contract research organizations with the broadest range of connected medical devices for respiratory medications. The devices and accompanying technology address sub-optimal medication use and strive to improve health outcomes in chronic disease. Adherium is headquartered in the USA, and operates globally from bases in the USA and Australasia. Learn more at [adherium.com](http://adherium.com).

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