

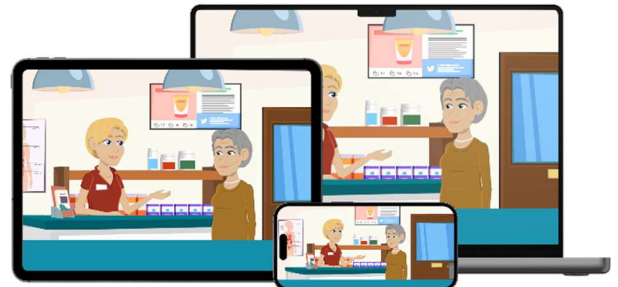
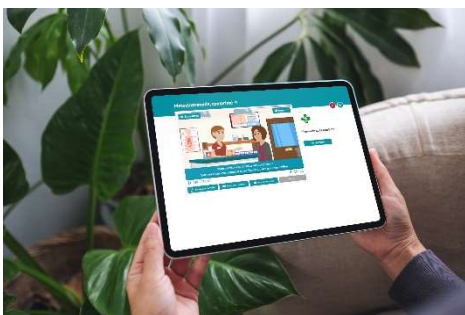
PRESS RELEASE

LAUNCH of WATCHYOURCARE

WATCHYOURCARE, the platform that improves patient experience and medication adherence.

With its new platform, CAREANIMATIONS guarantees clear and understandable information on medicines: thousands of clear animated videos and pictograms adapted for patients, which help pharmacists in their advice to patients, at the counter or during consultations. In addition, WATCHYOURCARE accompanies patients throughout their treatment so that they always use their medication correctly and are more compliant - even if they have poor health skills or do not speak French.

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Lyon, March 1st 2023 – CAREANIMATIONS was born out of three observations:

- 1- Patients have little or no access to easy-to-understand information that they can retain for greater engagement and autonomy in their treatment. 80% of the causes of medication non-adherence - the failure to comply with a prescription - are closely or remotely related to patient information. Insufficiently informed, **nearly one patient out of two refrains** from fully applying his doctor's prescription. Every year in France, this renunciation leads to nearly **12,000 deaths** and costs the Social Security system nearly **10 billion euros**.
- 2- Health professionals lack the time, personnel, and immediate technical means to inform their patients with content adapted to their needs and level of education.
- 3- Our brain prefers images: 90% of the information that goes to the human brain is based on images. And our brain processes images 60,000 times faster than text. One minute of video contains as much information as 5 pages of text. However, most of the information given to patients is oral, or written (and unreadable / incomprehensible).

WATCHYOURCARE is the solution for healthcare professionals and their patients:

- 1- Easy-to-understand content, in videos and animated pictograms, on package leaflets, instructions for use, frequently asked questions, diseases, proper usage, journeys for continuous support during treatment, developed according to the Easy to Read and Understand method, available in several languages and subtitled for a fully inclusive solution.
- 2- These contents are distributed by the health professional, at the same time as the delivery of medication at the counter or during a consultation. The patient can easily access it through a link or a QR code.
- 3- The patient, alone or with his or her family, can watch the videos at will, in the quiet of his or her home. This content is an extension of the advice given by the healthcare professional.

What are the benefits for pharmacists?

Better service for patients, without spending more time. The entire pharmacy team can use the platform and generate patient-specific content. Better patient information also helps fight against **medication non-adherence**. Not only does improving patient information increase **patient loyalty**, but also, because they are better informed and aware, they will be more persistent in following their treatment correctly. The content is distributed to the patient as a service offered by the healthcare professional, in **white label**.

Healthcare professionals subscribe to **WATCHYOURCARE** and can use the content for all their patients if they wish. The platform includes 3 modules that make up 3 graduated offers:

- ⇒ The Discovery offer: all videos on frequently asked questions about medicines
- ⇒ The Premium offer: all the videos of the platform (leaflets, frequently asked questions, instructions...)
- ⇒ The Optimum offer: all videos and pictograms.

All details on : www.careanimations.fr

Initially, **WATCHYOURCARE** is available in French, English and Arabic, and covers 80% of prescriptions based on the volume of prescriptions. **CAREANIMATIONS** services are constantly developed and adapted, subscribers automatically benefit from the latest developments, content additions and improvements.

About CAREANIMATIONS

Present in several countries, **CAREANIMATIONS** is a digital company created in the Netherlands and its French subsidiary is located in Lyon.

Its mission is to help healthcare professionals to better support their patients thanks to simple educational videos and animated pictograms. More generally, to make digital health part of the daily life of healthcare professionals by providing them with a range of online services for their patients.

CAREANIMATIONS was founded in 2016 by two doctors in the Netherlands with the aim of helping healthcare professionals better inform patients and help them use their medication correctly. After a two-year development process and successful discussions with stakeholders such as the Ministry of Health, health insurance companies, pharmacies and patient organizations, **CAREANIMATIONS** launched its digital solutions throughout the Netherlands on January 1, 2019. They are used there by 97% of pharmacies and many hospitals.

Meanwhile, **CAREANIMATIONS** is also active in other countries, including Germany, Spain, India and the United States.

CAREANIMATIONS SAS in France was created in Lyon to introduce the digital products and solutions to the French market, adapting them to the French context and to the needs of customers and their patients.

[CAREANIMATIONS](#) [Linkedin page](#)

CAREANIMATIONS corporate website: www.careanimations.fr

Equal rights are important to us

For reasons of readability, we do not use the masculine, feminine and diverse (m/f/d) language forms simultaneously and therefore do not use inclusive writing. All personal designations are gender-neutral.

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