



# Scott Crae

Talking Medicines

## Bilateral Meetings

- 02.03.2015 Monday (11.00h - 13.05h)
- 02.03.2015 Monday (13.05h - 15.10h)
- 02.03.2015 Monday (15.10h - 18.05h)
- 03.03.2015 Tuesday (9.00h - 11.05h)
- 03.03.2015 Tuesday (11.05h - 13.10h)
- 03.03.2015 Tuesday (13.10h - 15.15h)
- 03.03.2015 Tuesday (15.15h - 16.55h)
- 04.03.2015 Wednesday (9.00h - 11.05h)
- 04.03.2015 Wednesday (11.05h - 13.10h)
- 04.03.2015 Wednesday (13.10h - 15.15h)
- 04.03.2015 Wednesday (15.15h - 16.55h)

## Description

Talking Medicines™ are specialists in creating patient support programs and materials using Augmented Reality technology to engage patients directly from medical packaging.

## Organization Type

Company

Organization Size

1-10

Twitter

<http://TalkingMedicines@TMedicines>

Areas of Activities

## SOFTWARE/INTERNET

1. Application development
2. Content management

Offer

## Talking Medicines - Bringing Medical Packaging to Life

Talking Medicines™ are specialists in creating patient support programs and materials using Augmented Reality technology to engage patients directly from medical packaging.

Using image recognition and augmented reality software Talking Medicines™ deliver real-time video, pictorial, sound and text information on medicines, disease areas and other areas of patient support directly from printed materials, all viewed via smartphone devices.

Talking Medicines™ address reasons for poor adherence by showing patients how to apply or take medicines, demo peer-to-peer interviews on the consequences of poor medical adherence, encourage social sharing where appropriate, all directly from trusted sources of information - your Pharma company.

With detailed analytics providing the opportunity for continuous feedback and iterative improvements, Talking Medicines™ offers a compelling opportunity to drive improved patient education, understanding and welfare through better self-management, whilst promoting strong ROI through innovative patient support.

Our key partners are Pharmaceutical Manufacturers

Pharmacy Chains

Healthcare Providers

Pharmaceutical Distributors

Health Authorities

Govt Health Authorities

Strategic Partners in emerging healthcare markets but we would also like to speak to companies with interesting solutions particularly in the mobile health space.,