



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://Talking Medicines@TMedicines](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.,
