

AN ISRAELI STARTUP DEVELOPED AN ADHERENCE SOLUTION BASED ON SMART PACKAGING

Looking to join a consortium setting up a proposal for submission under IMI Call topic 6 - [Behavioural Model of Factors Affecting Patient Adherence](#)

The Internet of Packaging

Founded in 2015, Water.io is one of the leading players in the smart packaging industry.

Vitamins.io is a smart packaging adherence platform that is able to measure real adherence for real people.

The platform consists of a smart proprietary bottle cap, a mobile app and a SaaS dashboard that collects and analyzes usage data.

By monitoring the bottle use, Vitamins.io records when the supplement was taken. Vitamins.io also includes a configurable intelligent reminder mechanism. The smart cap blinks and plays a melody when it's time to take a dose. A push notification is also received on the mobile phone, making sure the reminder is seen. The reminder will be activated only if the user actually missed their dose.

The consortia that may benefit from our contribution:

An established or forming consortia that have partners with behavioural experts and access to patients.





Our specific potential contribution:

Our role in a potential consortium shall be providing the technology platform for **objective 4**: "Collect additional real-world data to refine the model". Using the Vitamins.io platform, we have experience in gathering adherence data from users. Our SaaS dashboard has been designed to monitor and record usage of dietary supplements, and therefore is suitable for medicine as well. In addition, **since the platform includes a mobile app, we can engage directly with the users, as a group or on a personal level**. For example, we can easily run various types of surveys or contact a user directly for a short interview.

Another objective we can lead is **objective 5**: "Provide tools that will enable healthcare stakeholders to cost-effectively develop and implement solutions to address patient needs and improve adherence rates".

The Vitamins.io platform has been proved to reach a 73% overall adherence rate (compared to industry average of 40%). We have also proved a 34% customer retention rate, i.e Vitamins.io brought back 1 in 3 users that did not take their supplement for three days.

The Vitamins.io mobile app is available for download in both android and apple stores, we invite you to download the app to understand more about the user experience.

During 2017, we launched the Water.io smart packaging platform for water bottles, a personalized connected platform for reminding users to hydrate. Our customers include Danone Waters, Brita, Bayer, and more. In total, **we have over 500,000 smart caps already in the market in various sizes**. To date we won multiple grants from the Israeli Innovation Authority with our team that includes multi discipline experienced experts in the fields of hardware, embedded software, app development, web development as well as QA and product management. Water.io was awarded 2018 Global Entrepreneurial Company of the Year Award by Frost & Sullivan.

Groups that are setting up a proposal are invited to contact:

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