smartpatient scales patient engagement collaboration with Merck, launching a new digital companion for cardiovascular diseases

smartpatient, a global leader in digital health and patient engagement, today announced a further expansion of its strategic partnership with German pharma company, Merck KGaA, Darmstadt, Germany. The launch of a new digital companion for patients living with cardiovascular diseases extends the partnership to two therapeutic areas, with programs operating across five continents. The digital companion is built upon smartpatient's MyTherapy software platform, its 9 million+ users, and the company's advanced SaMD and connected device capabilities.

"Since we started partnering in MS more than five years ago, our partnership with Merck KGaA, Darmstadt, Germany has evolved greatly," says Sebastian Gaede, founder and CEO of smartpatient. "Our joint journey with Merck KGaA, Darmstadt, Germany started with innovating in digital patient support. Since then, the scope has expanded to advanced use cases enabling the hybrid future of chronic care. Examples include remote monitoring and SaMD extensions to MyTherapy that help getting both, the patient value and the data value out of smart drug delivery devices.

"In launching a digital companion for cardiovascular disease, we've expanded from speciality care to a primary care setting with Merck KGaA, Darmstadt, Germany for the first time. This continuous progress reflects our shared commitment to improving the lives of people living with chronic conditions."

Medication adherence is a long-standing challenge in diseases such as hypertension and heart failure, with the preventative nature of many treatments contributing to patients skipping doses. The new initiative builds on MyTherapy's established features to address these specific adherence barriers, provide daily health management support with tools such as vitals tracking, and help users in better collaborating with their healthcare team. The new program was first launched in Mexico and Brazil.

As a leading science and technology company, Merck KGaA, Darmstadt, Germany believe in science as a force for good that makes a positive difference in millions of people's lives. The company is at the forefront of digital living and its science sits inside technologies that change the way information is accessed, stored, processed, and displayed. Its innovation helps drive progress and improve lives on a global scale. Merck's continued commitment to smartpatient's MyTherapy platform reflects these priorities: It is a testament to a strict focus on impact and recognition of the importance of patient adoption for digital health solutions. The MyTherapy platform provides benchmark engagement levels and global patient communities across most therapeutic areas. smartpatient can both cost-efficiently configure scalable offerings and cater to custom needs, such as integration with other systems, IoT connectivity, or implementing SaMD functionality in MyTherapy.

By leveraging the patient-facing capabilities of MyTherapy, Merck is able to focus on its specific use case while benefiting from the platform's exceptional user acceptance and broad reach. With its top ratings and highest number of downloads among medication management apps, MyTherapy enables partner organizations like Merck to gain valuable real-world insights and deliver exceptional value to patients right from the start.

About smartpatient

smartpatient helps patients achieve better health outcomes using MyTherapy, a leading medication and disease management app with more than 9 million users, globally. For industry partners from healthcare and pharma, MyTherapy is the Operating System for connected drug delivery devices, Digital Therapeutics (DTx), patient education and adherence support. By deploying their patient-facing services via MyTherapy, they benefit from MyTherapy's world-class engagement, scalability and regulatory compliance. Beyond providing the platform, smartpatient support partners by co-creating patient services using behaviour change methodology and providing unique real-world adherence and patient journey insights via its global patient panel. Being ISO 13485 and ISO 27001-certified, smartpatient has the capability to develop and operate modules as certified medical devices under MDR (EU), FDA (US) and beyond.

smartpatient website: https://www.smartpatient.eu

MyTherapy for iOS: click here.

MyTherapy for Android: click here.