

iZafe Group Equity Story

Better medication adherence improves patient outcomes

Taking medication is part of many people's everyday life, and many people take different medications to treat more than one health problem. For example, you may take a statin to lower your cholesterol and a beta-blocker to control your blood pressure. The more medications you take, the more important it is to take right medicine at the right time. Either forgetting to take your medicine on time or over consuming means you do not benefit from the treatment and it can potentially be lethal.

iZafe's mission is to improve the lives and health of people taking medication in both the long and short term.

iZafe will fulfil its vision by developing and commercializing digital products and services that ensure people take the right medication at the right time. By integrating with new and existing digital welfare and healthcare platforms or as standalone offerings, iZafe's products and services ensure people benefit from the medication they take and reduces the risks associated with medication non-adherence.

Digitalization ensures better and more effective care services

Rapidly ageing populationsⁱ and a rise in the incidence of chronic diseasesⁱⁱ is increasing demand for resources from governments and societies to provide long-term care, whether in formal care settings or in the home. It is expected that expenditure on long-term care for elderly people in the EU will increase from 1.7% of GDP in 2019 to 2.5% of GDP in 2050ⁱⁱⁱ.

One solution to this challenge is the use of digital welfare and healthcare platforms used by public and private welfare and healthcare providers^{iv}. These platforms work by integrating a range of different services, such as remote monitoring of health conditions and personal alarms. Digital platforms mean people can receive care where it is needed – in their home or care setting – as well as reducing risks and allowing proactive and individualized care by using the data generated from the different services on the platform.

iZafe products and services integrate with digital platforms

At the same time there is a growing number of people taking multiple medications with up to 70% of people over the age of sixty being prescribed three or more medications in Europe alone^v. This means there is also a need to manage the risks of medication non-adherence – not taking the right medication at the right time – which in the EU leads to 200,000 preventable deaths each year and costs €125 billion^{vi}.

iZafe's first product, Dosell, is a fully digital medicine dispensing robot specifically designed to ensure people take the right medication at the right time. Dosell is the only medicine dispensing robot that can be integrated with third-party welfare and healthcare platforms.

As part of an integrated platform, Dosell can provide data over time that can be used to mitigate the risks of non-adherence, demonstrate the benefits of different medications, and be used to develop better proactive and individualized care. Dosell allows scarce welfare and healthcare resources to be used more effectively by automating the requirements that are otherwise subject to human error.

Dosell can also be used as a standalone device in the home where a caregiver such as a relative or friend can be linked to the Dosell unit through a phone app.

Dosell dispenses pre-packed sachets of medicine at the right time. In Sweden alone, more than 200,000 people already use pill sachets^{vii}.

Recurring revenues in markets driven by megatrends

iZafe's business model is to sell products that dispense medication and earn recurring revenues as a license fee for sales to public or private welfare and healthcare operators or a subscription fee for standalone consumer sales. B2B sales to operators are made through partners that develop and sell digital welfare and healthcare platforms. This approach allows iZafe to benefit from the platform integration expertise of its partners and avoids the need to build a large sales organization.

B2C sales are made through distributors that provide direct to consumer sales or partners that provide integrated welfare and healthcare solutions direct to the consumer.

The major drivers for iZafe's business are the ageing population, the increasing number of people being multiple medications, and the growth in the digital welfare and healthcare platform market.

The global digital healthcare market is expected to grow to USD \$ 441.8bn by the end of 2025^{viii}. At the same time, advances in technology has created the worldwide market for automated medicine dispensers which is expected to grow at a CAGR of 9.5% to over USD 2 billion by the end of 2027^{ix}.

Important partnerships already in place

iZafe is currently focused on developing its B2B businesses in Sweden, Norway, and Finland and its B2C business in Sweden and Italy. In addition to the B2B partners iZafe works with in the Nordic markets, iZafe has a partnership with a global provider of digital healthcare platforms that can lead to Dosell being made available in North America and other European markets.

In B2C, iZafe sells Dosell in Sweden through Apoteket, the country's largest pharmaceutical chain, to meet the needs of customers and their relatives. In Italy, iZafe has partnered with a private healthcare provider which is developing digital platforms to allow elderly people to live in their homes longer. An integral part of iZafe's Italian partner's plans is the development of the pill sachet dispensing market in Italy and where Dosell is the natural leader.

iZafe has invested heavily in ensuring that Dosell meets the needs of its partners and users and continues to work to ensure that Dosell is at the forefront of the digital robot medicine dispensing market. To meet the needs of the growing digital welfare and healthcare market, iZafe will in the future seek to identify opportunities either in-house or through acquisitions to develop, commercialize and sell products and services for dispensing other forms of medication at the right time.

Strong commercial track-record and digital know-how

iZafe's leadership has extensive experience in developing and commercializing integrated digital products and services, including in care settings. Management experience includes working with public and private digital service providers and establishing international business operations. Based in Stockholm, Sweden, iZafe's dynamic team is ideally positioned to lead iZafe and take advantage of the fast-growing global demand for digital welfare and healthcare products and services.

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- ⁱ [Ageing and health \(who.int\): Ageing Europe - statistics on population developments - Statistics Explained \(europa.eu\): Ageing Europe - statistics on population developments - Statistics Explained \(europa.eu\)](#)
- ⁱⁱ [Briefing European Parliamentary Research Service \(europa.eu\)](#)
- ⁱⁱⁱ [Growing old in Europe: two new reports shed light on long-term care and pensions across the EU - Employment, Social Affairs & Inclusion - European Commission \(europa.eu\)](#)
- ^{iv} [Chronic Diseases in 2021 - EUPHA track report.pdf; Mapping European Welfare Models: State of the Art of Strategies for Professional Integration and Reintegration of Persons with Chronic Diseases - PMC \(nih.gov\)](#)
- ^v [polypharmacy-handbook-second-edition_en.pdf \(europa.eu\)](#)
- ^{vi} [PGEU Targeting Adherence 2008.pdf \(healthwatch.eu\); polypharmacy-handbook-second-edition_en.pdf \(europa.eu\)](#)
- ^{vii} Apoteket AB
- ^{viii} Global Market Insights <https://www.globenewswire.com/news-release/2019/04/15/1803869/0/en/Healthcare-IT-Market-revenue-to-hit-441-billion-by-2025-Global-Market-Insights-Inc.html>
- ^{ix} [Automatic Pill Dispenser Market Size | Global Trends, 2021-2027 \(gminsights.com\)](#)