Medsmart® Data for Good: Insights & Empowerment

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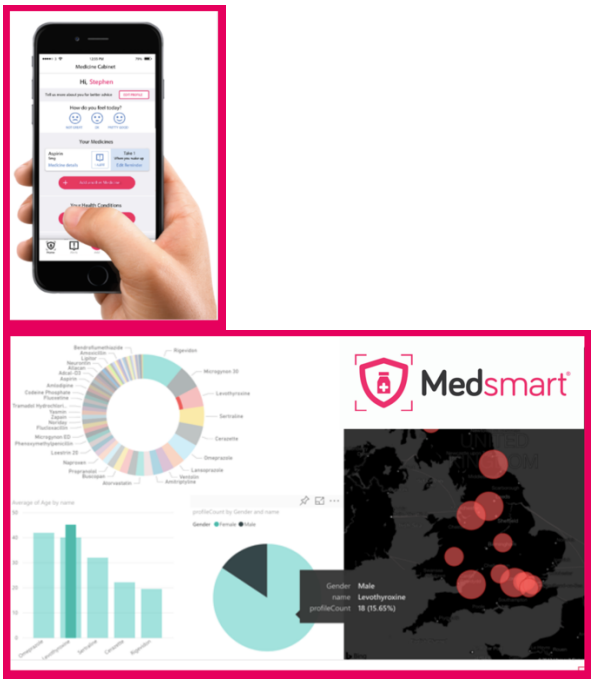
Abstract

Talking Medicines Limited are an innovative data tech company based in Glasgow and London providing insight on the real patient behaviours at a medicine pack level.

At Talking Medicines we place our healthcare consumers and customers at the heart of our business. Our Medsmart® product provides users with access to safe information on launched medicines by scanning the barcode on a medicine pack. It is the high quality of our curated data that makes us unique, along with our ability to connect with users on an ongoing basis. We are transparent in our communication with users on the purpose of Medsmart®, focusing on our drive for patient benefit through the sharing of user data with customers, 'Data for Good', leading to more effective use of medicines.

Our commercialisation model is to work with organisations, such as pharmaceutical companies, that have the need to understand how medicines are really used after leaving the pharmacy.

We are keen to closely engage with difference cancer patient cohorts to be able to develop our Medsmart® product in line with our healthcare consumer and customer needs.





Biography

A founder and COO at Talking Medicines – Elizabeth is passionate to improve people's lives through the commercialisation of patient-centric innovative solutions. She has an unique blend of life science and evidence-based medicine expertise coupled with knowledge of data integration, tagging, analytics, text mining and natural language processing (NLP).

As the patient voice becomes stronger, tools are needed to educate patients on what medicines they are taking, how to take them and to help them with reminders and ways to keep track. Talking Medicines launched Medsmart® to do this as a tool that gathers real world insights data driven by patients.

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