

# Medication Adherence Solutions

HEALTHCARE PROVIDERS

ESP Vendor Assessment Matrix

 **CBINSIGHTS**

# What you need to know

## Poor medication management costs \$528B annually

A third of patients never fill their prescriptions and 75% don't take them as directed. Tackling this problem by optimizing medication treatment plans and improving patient adherence rates could reduce healthcare spend by \$528B per year, or nearly 16% of total US healthcare expenditure.

## Improvement initiatives take a carrot and stick approach

Government and commercial payers are now tying bonus payments, and performance penalties, to medication quality improvement efforts. Strong medication management capabilities can deliver significant payment bonuses under these programs.

## Startups are building end-to-end medication solutions

Startups in the medication adherence market are creating app and IoT-based data platforms to monitor adherence, remote clinical services to optimize medication treatment plans, and delivery services to streamline refills. Two market leaders have emerged from a competitive pack.

## REPORT DETAIL

Medication adherence solutions use technology to engage patients, optimize medication regimens, and improve schedule adherence.

For this report, we reviewed hundreds of private technology companies to define the category and select 9 vendors for inclusion in the **ESP** matrix on page 3. Methodology details are on pages 53-56.

**ESP** scores the **Execution** and **Market Strength** of selected private companies, in order to determine their relative **Positioning** in the category.

This analysis was completed in May 2021.

# Medication Adherence Solutions

## HEALTHCARE PROVIDERS

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH

# The bottom line

Vendor	Quadrant	Key takeaways
Cureatr	Leader	<ul style="list-style-type: none"><li>Cureatr brings a combination of data integration, clinical services, and a competitive price point together to support health systems working to optimize medication management.</li></ul>
Hero	Leader	<ul style="list-style-type: none"><li>Hero is one of the only vendors marketing a smart pill dispenser designed to capture dose-level adherence data for polychronic patients. The company also offers mail order medication delivery.</li></ul>
Emocha	Outperformer	<ul style="list-style-type: none"><li>Emocha leverages virtual “directly observed therapy” to capture dose-level adherence data. The company stands behind a market leading number of case studies validating its approach.</li></ul>
SMRxT	Outperformer	<ul style="list-style-type: none"><li>SMRxT markets a smart pill bottle that captures dose-level medication adherence data for individual drugs. SMRxT offers transparent pricing and a straight-forward contract model.</li></ul>
Wellth	Outperformer	<ul style="list-style-type: none"><li>Wellth offers a medication reminder app with a rewards system that incentivizes adherence. The company’s case studies demonstrate increased daily adherence and reductions in ER use.</li></ul>
AdhereHealth	Highflier	<ul style="list-style-type: none"><li>AdhereHealth uses digital patient engagement, medication delivery, and a clinical workforce to improve adherence within outcomes-based contract models.</li></ul>

# The bottom line

Vendor	Quadrant	Key takeaways
RxAnte	Highflier	<ul style="list-style-type: none"><li>• RxAnte's intelligent patient outreach platform has a market leading number of patents relevant to medication adherence, but it lacks healthcare provider case studies.</li></ul>
Health Beacon	Challenger	<ul style="list-style-type: none"><li>• Health Beacon focuses on medication adherence for injectables with a smart sharps bin. The company does capture dose-level data, but lacks case studies and transparent pricing.</li></ul>
Insightfil	Challenger	<ul style="list-style-type: none"><li>• Insightfil packages multiple medications into individual packets based on the patients dosing schedule. The company lacks recent funding, headcount growth, and case studies.</li></ul>

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# Market Need & Traction

# Why now?

Medication adherence solutions align with industry efforts to improve clinical outcomes and reduce the total cost of care. They do this by optimizing medication regimens and improving adherence to reduce the use of emergency and acute care services. Quality improvement reporting mandates are also increasingly focused on medication management competencies.

## Typical product features/functions

- Patient education content
- Medication schedule reminders
- Dose-level adherence tracking
- Caregiver/care management non-adherence alerts
- Clinical pharmacy virtual consultations
- Prescription refill workflows
- Home delivery of medications
- Prescription data aggregation and analytics
- Medication reconciliation solutions for health systems



# Who's buying it?

Function/business unit	Title
Health systems	Chief medical officer, VP/director of population health, VP/Director of quality measures
Health insurers	Chief pharmacy officer, VP/director of pharmacy, VP/director of quality measures
Pharmaceutical organizations	Director of market access, VP/director of patient services/patient support

# What outcomes can you expect?

- Increase the number of members adhering to medications by 80%
- Increase the duration of therapy and the proportion of days covered
- Reduce readmissions, emergency department utilization, and inpatient stays
- Improve on key quality measures
- Improve management of chronically ill populations
- Improve patient satisfaction and retention
- Supplement clinical trial research with more granular adherence data

# What your peers are doing



In a program targeting pediatric asthmatic patients, Lifebridge Health used a video-based medication support app to identify and correct an average of 12 inhaler technique issues per patient.



The Maryland Department of Public Health deployed a medication adherence app that helped patients with tuberculosis achieve 94% adherence, while creating an average of \$1,391 in public health savings per patient.



Penn Medicine fielded a medication adherence app to improve adherence with aspirin regimens among recently discharged acute coronary syndrome (ACS) patients, resulting in a 45% reduction in hospital readmissions.

# How much will it cost you?

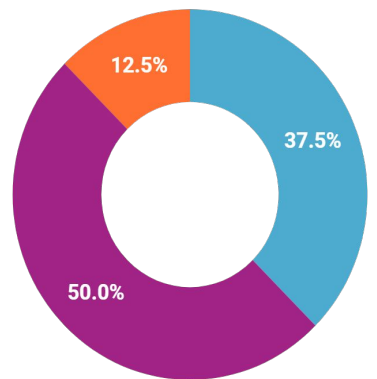
## Key averages

Contract value  
\$550,000/year

Customer  
deployments  
50

n=9

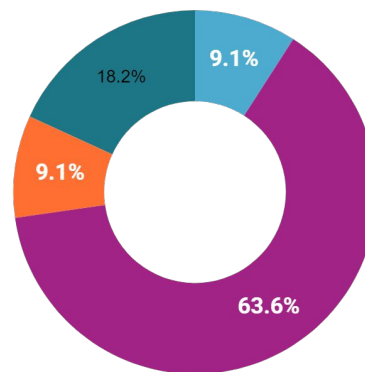
## Deployment time



● < 1 month ● 1 to 3 months ● 4 to 6 months

n=8

## Pricing model type



● License & maintenance ● Subscription-based (# users)  
● Transaction-based ● Other

n=9

# Market Data

## Market size

Medication Management Systems — **\$5.9B**

Medication Adherence — **\$3.8B**

## Funding

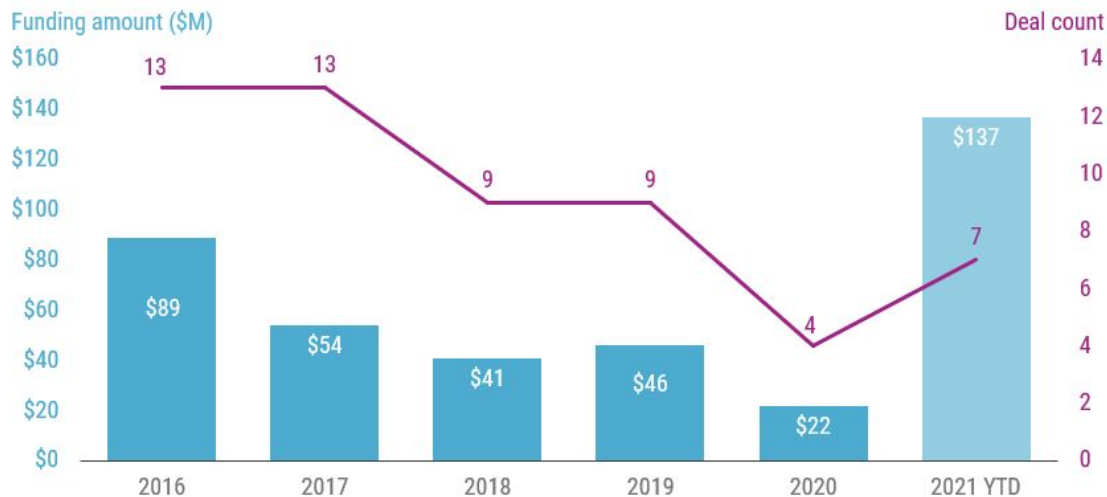
The medication adherence market came into the new year facing 5 years of steady declines that were quickly reversed following 2021 rounds from:

- Emocha Health (\$6.2M)
- MedMinder (\$40M)
- Cureatr (\$11.2M)
- PocketPills (\$24M)
- MediSafe (\$30M)
- Berkshire Biomedical (\$3M)
- Aspen RxHealth (\$23M)



## Medication adherence funding takes off following 5-year decline

Disclosed deals & equity funding (\$M), 2016 – 2021 YTD (5/18/2021)



## Deal share

**Early-stage** (seed and Series A) deal share looks set to fall for the fourth year in a row, hovering at 28% YTD. **Mid-stage deals** are carrying the market in what should be a record-breaking 2021 funding year.

## Recent exit activity

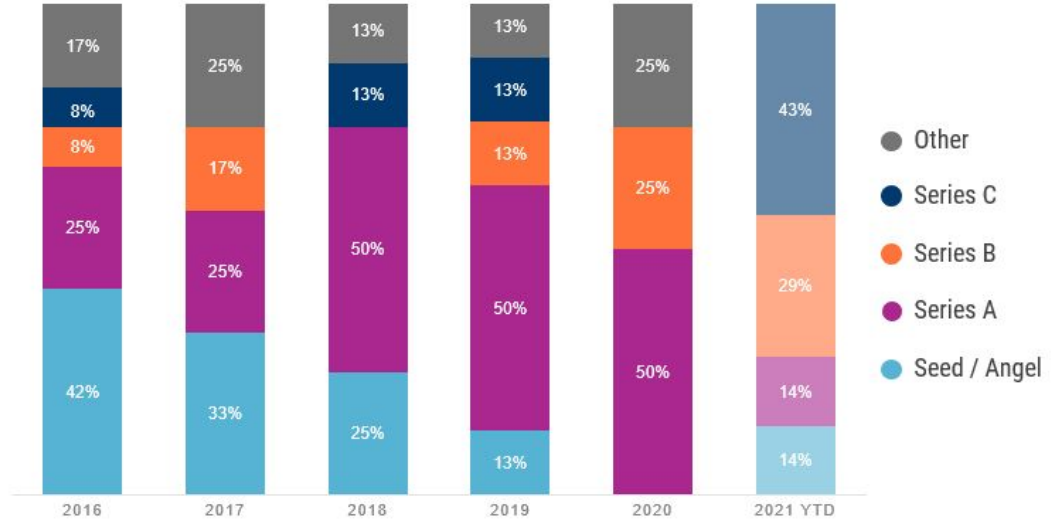
The medication adherence market has seen a number of recent exits including:

- ResMed's acquisition of Propeller Health (\$225M, 2018)
- Amazon's acquisition of PillPack (\$753M, 2018)
- Aptar Pharma's acquisition of Cohero Health's digital assets (undisclosed valuation, 2020)



## Mid-stage rounds lead 2021

Deal share by stage, 2017 – 2021 YTD (05/18/2021)



# Company Profiles



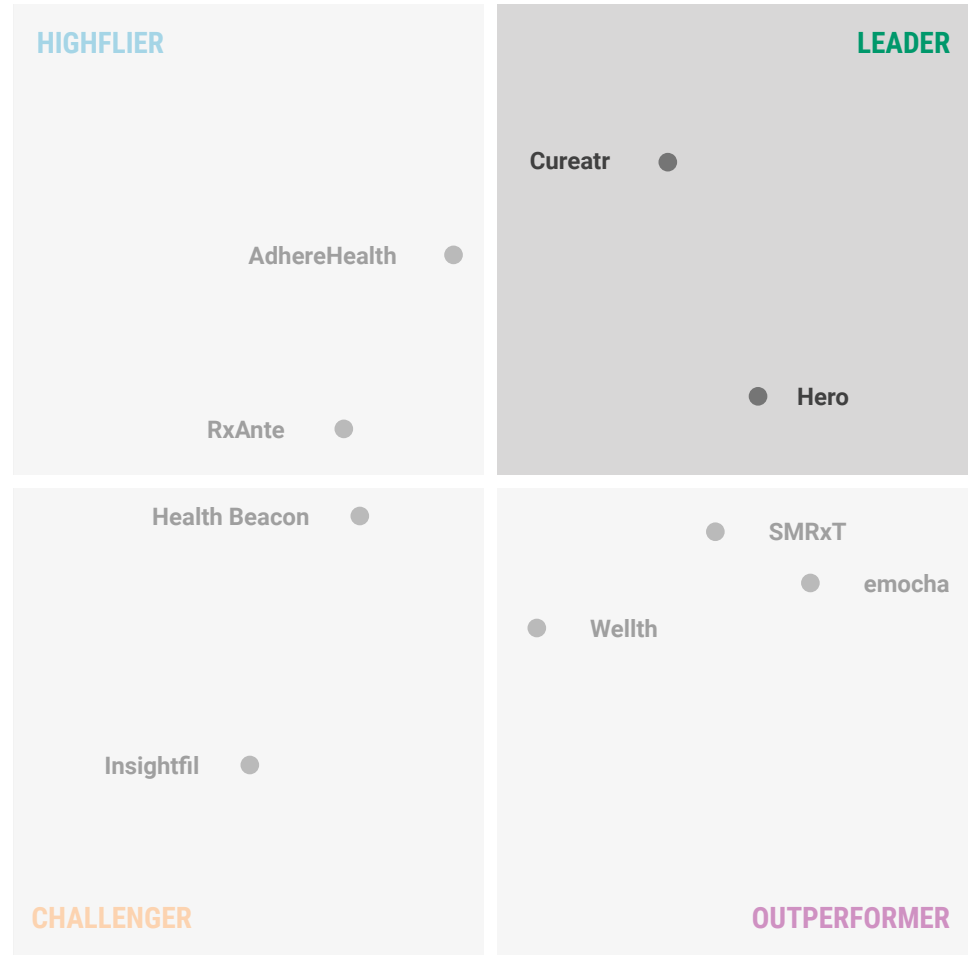
# Medication Adherence Solutions

HEALTHCARE PROVIDERS

**LEADER**

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH



# Company/ product factsheet

View profile on  CBINSIGHTS



## Product description

Cureatr markets a portfolio of products that aggregates various clinical and claims data sources to form a medication adherence data platform. This platform underpins analytics products designed to improve medication reconciliation and medication management workflows. Cureatr couples its technology solutions with a patient engagement service led by clinical pharmacists that work directly with patients to optimize medication regimens and improve medication adherence.

## Competitive positioning

Cureatr differentiates itself with comprehensive medication histories with clinical context alongside technology that helps make sense of the data. Patient outreach by clinical pharmacists builds relationships with patients, helping to create a medication action plan that is customized to the patient and improves adherence.

## Partnerships

American Messaging Services  
MEDS Apotek

## Integrations

No notable integrations have been disclosed.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2011	United States	\$30.6M	Undisclosed	Mar 2021	\$11.1	Series C

## Analyst spotlight

Cureatr is a leader in the medication adherence market whose market strength is demonstrated by its highly competitive pricing strategy and its market leading list of health system clients. The company's execution strength can be seen through its breadth of functionality, marketing both a medication adherence-focused big data analytics platform alongside a high-impact clinical services team that works to optimize medication plans and drive adherence. Additionally, Cureatr's executive leadership has both healthcare experience and prior startup experience.





## Market strength

### Commercial outcomes

#### NOTABLE CLIENTS

Mount Sinai

DaVita

New York Presbyterian

Montefiore Health System

### Pricing

Cureatr quoted the lowest annual pricing as well as the lowest implementation costs across all vendors evaluated.

## Execution strength

### Products and services

Cureatr markets a portfolio of products and services designed to engage patients, inform prescribing providers, and help health systems to improve medication adherence and medication management.

### Management team and leadership

Cureatr's leadership includes executives with significant prior experience working at healthcare companies, including fast growing healthcare startups. Executives also have a strong history of successful fundraising and prior exits.





## What clients say



### TELEpharmacy

“Patients are often unreliable when it comes to remembering their medications. With Meds 360°, my team can quickly identify what’s been prescribed, if the patient picked it up, and easily follow up with the patient to determine the drug’s effectiveness and adjust regimens accordingly.”

*Aalap Modi*

*Director of clinical care services, CPS Telepharmacy*



“As a physician delivering care in a busy specialty hospital, the ability to rapidly and effectively communicate among the members of my care team is paramount. Until now, there simply were not adequate tools available to providers to deal with the day-to-day challenges of treating patients and navigating the many complex clinical workflows at a hospital. Cureatr has delivered that solution to the market.”

*Andrew Nightingale, MD*

*Resident, New York Eye & Ear Infirmary*



# HERO

## Company/ product factsheet

View profile on  CBINSIGHTS

### Product description

Hero's smart pill dispenser sorts and dispenses medication. It also sends audible and digital reminders when it's time to take a dose and provides real-time medication adherence data to caregivers. Hero's smart pill dispenser integrates with a medication management app that tracks adherence information and facilitates prescription refill and medication delivery services to help members maintain their medication regimen.

### Competitive positioning

Hero allows members to quickly see what medications were taken on time, late, or missed. The system keeps caregivers and family members connected, allowing them to monitor the member's adherence data.

### Partnerships

No notable partnerships have been disclosed.

### Integrations

AdhereHealth





## CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2018	United States	\$12.3M	Undisclosed	Oct 2018	\$12M	Series A

### Analyst spotlight

Hero is one of the youngest startups included in this analysis, but it is among the fastest growing measured by client base. The company's execution strength is further demonstrated through its industry leading number of medication adherence technology patents. The company's market strength is reflected by its industry awards and notable healthcare clients.



# HERO

## Market strength

### Brand and marketing

#### INDUSTRY AWARDS

- 2021 MedTech Breakthrough Awards for the Best Connected Health Platform
- 2021 Fast Company World Changing Ideas Honorable Mention for the Health Category
- 2020 Fast Company World Changing Ideas Honorable Mention for the Health Category
- 2019 Fast Company World Changing Ideas Honorable Mention for the Health Category
- 2019 MedTech Breakthroughs for Best New Technology Solution

## Execution strength

### Products and services

Hero markets a smart pill dispenser and accompanying app designed to improve adherence for patients with multiple chronic conditions. The company provides medication reminders, passively collects adherence data, engages caregivers, and provides prescription refill and delivery services.

### Management team and leadership

Hero is led by a second time founder and CEO with significant startup investment experience. The company has filled 5 senior leadership seats in the past 12 months.





# HERO | What clients say



**BROWN**  
School of Public Health

“Hero, by software, links you up to people who are trying to help you take your medications and allows them to support you even at a distance. It is tremendously helpful.”

*Ira B. Wilson, MD*

*Professor & chair of department of health services, policy, & practice, **Brown University School of Public Health***



**Social Health Labs**

“Hero automates practical support, essentially serving as a full-time Medication Manager. This frees up loved ones, caregivers, and providers to focus on helping patients in other ways, like giving emotional support through hugs, homemade meals, and shared laughs.”

*Kasley Killam*

*Founder, **Social Health Labs***



# Medication Adherence Solutions

HEALTHCARE PROVIDERS

**OUTPERFORMER**

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH



# Company/ product factsheet

View profile on  CBINSIGHTS

## Product description

Wellth markets a smartphone app that patients can use to track both treatment plan and medication plan adherence to earn financial rewards.

## Competitive positioning

Wellth sends patients treatment plan and medication reminders. Patients take a picture of their medication in hand and AI-based software then logs that the medication was taken. Patients earn financial rewards for participating. Wellth rewards are flexible and can be used for a broad range of purposes.

## Partnerships

ACAP  
AHIP

## Integrations

No notable integrations have been disclosed.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2014	United States	\$17.2M	Undisclosed	Oct 2020	Undisclosed	Incubator/Accelerator

## Analyst spotlight

Wellth offers a medication and treatment plan adherence platform infused with AI and behavioral economics strategies to drive adherent behaviors. Its market strength is reflected by its high number of case studies and demonstrated improvements to key metrics, including increasing daily adherence rates, hospital readmission reductions, and reductions in emergency department utilization. However, what Wellth has in functional depth, it lacks in breadth – with a narrower functionality footprint and fewer technical patents compared to leaders.





## Market strength

### Commercial outcomes

#### NOTABLE CLIENTS

Desert Oasis Healthcare

Priority Health

Arizona Complete Health

### Value proposition

Wellth reports its platform has delivered an average daily adherence rate of 95% and a 45% reduction in hospital readmissions.

## Execution strength

### Products and services

Wellth's medication adherence platform engages patients with app-based reminders and a rewards mechanism to drive compliance. The company lacks the breadth of functionality seen among leaders, including services like prescription refill workflows and virtual consultations with clinical pharmacists.



# | What clients say



“Telehealth is changing the standard of healthcare by allowing for improved access and better health outcomes for people who face barriers to receiving traditional care. As a pharmacist, I have seen firsthand how important it is to give patients who are challenged with chronic conditions the tools they need to manage their own medications. We are excited to offer this mobile app and empower our members to take charge of their own health.”

*Jill Hanson*

*VP of pharmacy operations, Arizona Complete Health*



“At Priority Health, we know people’s lives are complicated, which is why we are proud to offer an innovative solution to help them manage their health in a simple and cost effective way.”

*Tami Hibbits*

*VP of senior markets, Priority Health*



# Company/ product factsheet

View profile on  CBINSIGHTS

## Product description

emocha's Digital Medication Adherence Program includes a pharmacist-led medication review followed by 90 days of high touch patient engagement, as well as ongoing medication management. Patients submit daily videos of themselves taking their medicine and discuss any symptoms or side effects they are experiencing. emocha's coaches review these videos and and follow up on side effects and adherence challenges.

## Competitive positioning

emocha confirms dose-by-dose adherence and provides personalized engagement through daily video-observed check-ins. In less than 90 days, patient outcomes tend to improve and clients are able to positively impact KPIs.

## Partnerships

Everside Health  
CHC Health  
Appriss Health

## Integrations

No notable integrations have been disclosed.





# CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2014	United States	\$8M	Undisclosed	May 2021	\$6.2M	Series A

## Analyst spotlight

emocha markets a medication adherence platform designed to engage patients at every dose and provide ongoing support from a team of nurses and pharmacists to drive medication plan optimization. Its market strength is demonstrated by its industry leading number of case studies and peer reviewed validation studies, as well as market leading daily adherence rates achieved by patients. However, emocha's execution strength currently lags leaders, reflected by limited funding and a recent decline in headcount.





## Market strength

### Commercial outcomes

#### NOTABLE CLIENTS

NYU Langone Medical Center

LifeBridge Health

Johns Hopkins

MedStar Family Choice

AARP

### Value proposition

emocha has published 9 peer-reviewed studies, some demonstrating adherence levels greater than 95%.

## Execution strength

### Products and services

emocha's medication adherence platform leverages both technology and clinical support services to engage patients, optimize medication regimens, and improve adherence. The company lacks some of the breadth of functionality seen among leaders, such as a passive dose-level adherence capture strategy and prescription refill and delivery services.





# What clients say



“emocha video DOT enhances Guam Public Health’s tuberculosis program by providing more convenient options for our patients.”

*Chima D. Mbakwem*  
*Tuberculosis/hansen disease control program manager, **Guam Department of Health and Social Services***



UNIVERSITY of MARYLAND  
HEALTH PARTNERS

“By creating a daily connection with our members, this new program will help to improve healthcare for the most vulnerable.”

*Mark Puente*  
*President and CEO, **University of Maryland Health Partners***





# Company/ product factsheet

View profile on  CBINSIGHTS

## Product description

SMRxT's medication adherence solution, Nomi, provides a centralized communication channel between the pharmacy, prescriber, and the patient. It uses data collected from its smart pill bottles to monitor dose-level adherence and trigger activities in other systems to improve operational efficiency.

## Competitive positioning

SMRxT looks to differentiate itself by using technology to monitor complex medication regimens while minimizing the burden on patients.

## Partnerships

Verizon

## Integrations

No notable integrations have been disclosed.





## CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2010	United States	\$5.3M	Undisclosed	Jul 2017	Undisclosed	Unattributed

### Analyst spotlight

SMRxT markets a smart pill bottle with a cellular connection, making it one of the few vendors to passively capture dose-level medication adherence data. The company's overall execution strength is limited compared to leaders in this evaluation, reflected by factors like a relatively low employee headcount and the length of time since it last raised funding. However, SMRxT's strong market positioning is demonstrated by its transparent pricing and straight-forward contract model, its forecasted revenue growth, and its product roadmap.





## Market strength

### Value proposition

SMRxT is the only vendor included in this evaluation supporting payer, provider, life sciences, and research organizations.

## Execution strength

### Company details

#### HEADCOUNT

SMRxT is one of the smallest vendors included in this evaluation by measure of headcount.





## What clients say



“We saw an opportunity to expand our patient care model by adding technology. Our continuing integration of systems and technology helps us as we work to fill in the gaps in care for patients.”

*Gary Rice*

*Executive VP of operations, **Diplomat Pharmacy***



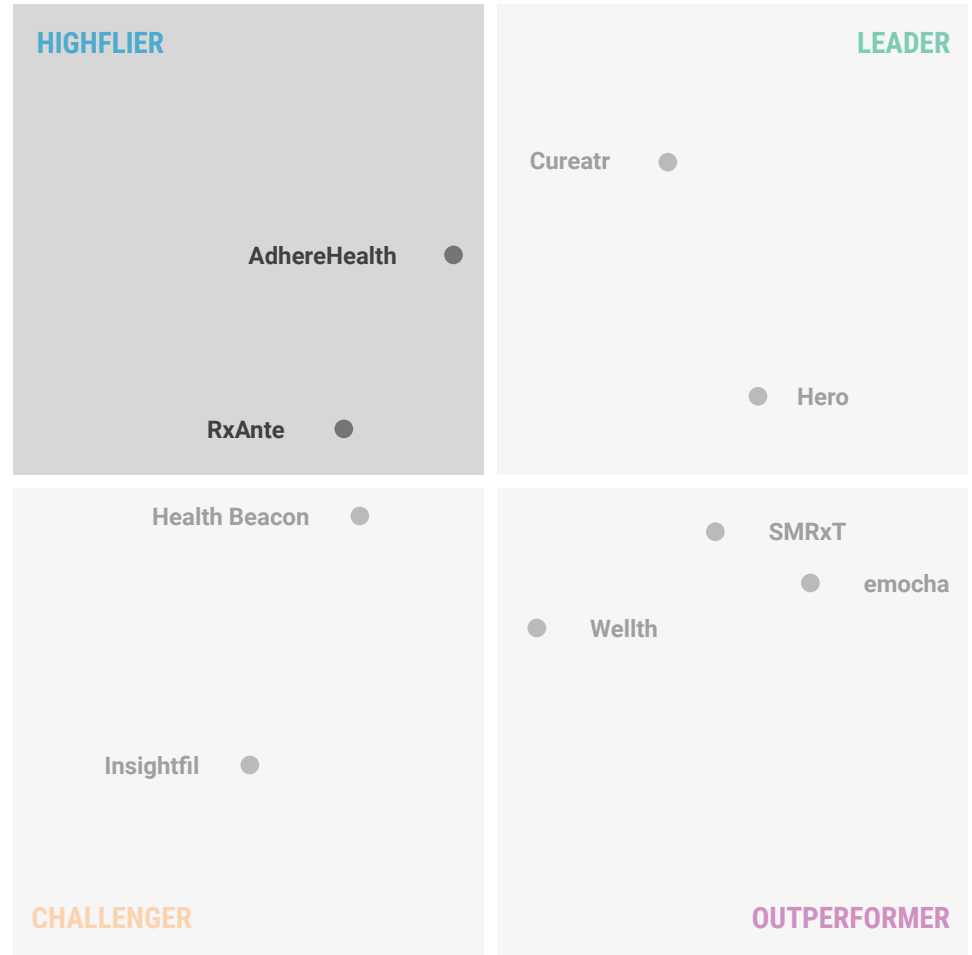
# Medication Adherence Solutions

HEALTHCARE PROVIDERS

## HIGHFLIER

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH



# Company/ product factsheet

View profile on  CBINSIGHTS

## Product description

RxAnte focuses on improving patients' medication use with analytics and targeted patient engagement solutions, including pharmacy services and secure messaging. RxAnte's analytics platform monitors member refill behavior and can be used to inform patient outreach strategies and interventions.

## Competitive positioning

RxAnte positions its platform around being able to identify opportunities for improving patient medication adherence and providing a workflow that prioritizes patient outreach.

## Partnerships

No notable partnerships have been disclosed.

## Integrations

No notable integrations have been disclosed.







## CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2011	United States	\$10.1M	Undisclosed	Oct 2020	\$5.5M	Debt

### Analyst spotlight

RxAnte combines an analytics platform designed to drive intelligent patient outreach with prescription delivery services provided through its subsidiary, Mosaic Pharmacy Services. The company's breadth of functionality, spanning both delivery and engagement, as well as its industry leading medication adherence patent count reflect its execution strength. However, RxAnte lacks the brand awareness, health system case studies, and transparent pricing found among leaders.





## Market strength

### Commercial outcomes

#### NOTABLE CLIENTS

Geisinger Health Plan

BlueCross BlueShield of Tennessee

WellCare Health Plans

### Value proposition

A 7.8% improvement in adherence has been reported among patients engaged with the platform.

## Execution strength

### Products and services

#### BREADTH OF FUNCTIONALITY

RxAnte is one of the few companies evaluated to offer intelligent patient outreach and prescription delivery services for healthcare providers.

#### PATENTS

RxAnte has secured a market leading number of patents relevant to the medication adherence space.





## What clients say



“Through our partnership with RxAnte, we have seen impressive gains across all three adherence therapy areas, contributing to successful clinical outcomes.”

*Bill Epling*  
*President, EnvisionInsurance*



“At Geisinger Health Plan, we are committed to improving the health and well-being of our members and medication adherence is a key part of that objective. Our collaboration with RxAnte will provide us with valuable information to ensure that our members get the most out of their prescription medications, so they can have the best quality of life.”

*Jamie Miller*  
*Pharmacy director, Geisinger Health Plan*





# Company/ product factsheet

View profile on  CBINSIGHTS



## Product description

AdhereHealth's medication adherence platform uses prescription refill data to identify non-adherent members. The company also offers targeted outreach and home-delivery of prescriptions to improve adherence.

## Competitive positioning

AdhereHealth's medication adherence platform is supported by a nationwide footprint of licensed clinicians to engage patients and optimize treatment plans. The company also runs a mail-order pharmacy alongside its other services.

## Partnerships

No notable partnerships have been disclosed.

## Integrations

No notable integrations have been disclosed.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2004	United States	Undisclosed	\$32.6M	Dec 2009	\$8.8M	Unattributed VC

## Analyst spotlight

AdhereHealth combines a clinical workforce, mail order pharmacy services, and data analytics tools to deliver a comprehensive medication management platform for healthcare organizations. Its breadth of functionality demonstrates its execution strength. AdhereHealth's market strength is bolstered by its willingness to engage in outcomes-based contracts, but it has a lack of case studies demonstrating impact to KPIs relevant to health systems.



## Market strength

### Brand and marketing

#### NOTABLE HEADLINES

“AdhereHealth Expands Its Medication Adherence Technology Solution into the Commercial Insurance Market”

*PR Newswire*

### Value proposition

AdhereHealth reports a 97% member satisfaction rate.

## Execution strength

### Products and services

AdhereHealth markets one of the most functionally broad platforms included in this evaluation, with solutions in place to support intelligent patient engagement, prescription delivery, ongoing performance analytics, and data sharing for clinical decisions. However, the company lacks a strategy to passively capture dose-level adherence data.





“Collaborating with AdhereHealth will allow Papa’s team of personal companions to make an intergenerational impact on the most vulnerable in our society, providing them the freedom to age in place while having an advocate at their side to aid them in the journey through health care.”

*Andrew Parker*

*Founder & CEO, Papa*



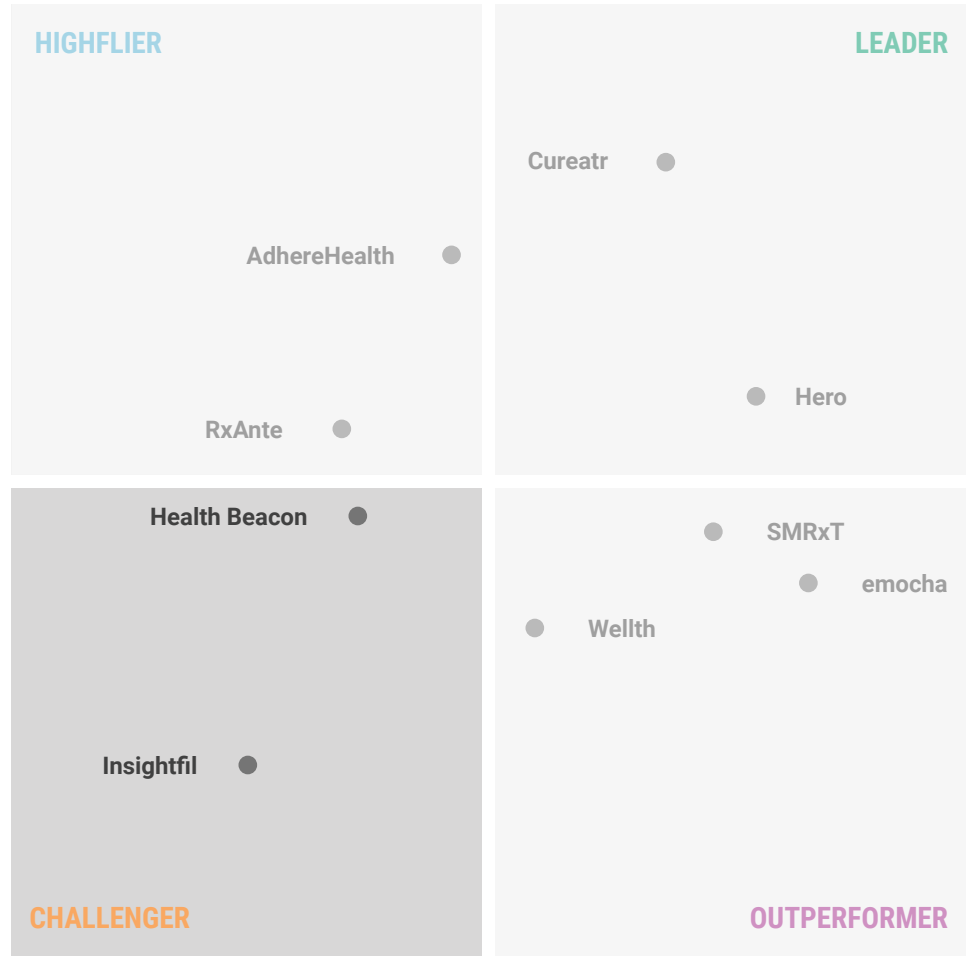
# Medication Adherence Solutions

HEALTHCARE PROVIDERS

## CHALLENGER

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH





# Company/ product factsheet

View profile on  CBINSIGHTS

## Product description

HealthBeacon markets a medication adherence technology platform designed specifically for injectable medications. The company's smart sharps bin allows it to capture dose-level adherence data from this population.

## Competitive positioning

HealthBeacon's measure of adherence is based off real-time data from patients dropping used syringes into its smart sharps bin. The company uses this data to calculate a more clinically meaningful adherence score for injectable medications compared to some other methods.

## Partnerships

No notable partnerships have been disclosed.

## Integrations

No notable integrations have been disclosed.





# CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2014	Ireland	\$21.6M	Undisclosed	Nov 2020	\$11.5M	Series B

## Analyst spotlight

HealthBeacon's smart sharps bin technology offers a real-time, dose-level solution for capturing adherence data from injectable medications. However, the company has non-transparent pricing and commercial models and also currently lacks case studies with health systems. HealthBeacon's execution strength is reflected by its ability to capture dose-level adherence data and its competitive number of patents, but the company is one of the smallest evaluated, by measure of headcount, and it lacks notable partnerships.





# Company/ product factsheet

View profile on  CBINSIGHTS



## Product description

Insightfil markets a medication packaging solution that delivers packets of medications based on patient medication schedules.

## Competitive positioning

Insightfil's medication packaging includes an NFC tag. Empty medication packets can be scanned by an NFC-equipped smartphone to register it with Insightful's app and monitor medication adherence.

## Partnerships

No notable partnerships have been disclosed.

## Integrations

No notable integrations have been disclosed.





## CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2015	United States	Undisclosed	Undisclosed	Dec 2016	Undisclosed	Incubator/Accelerator

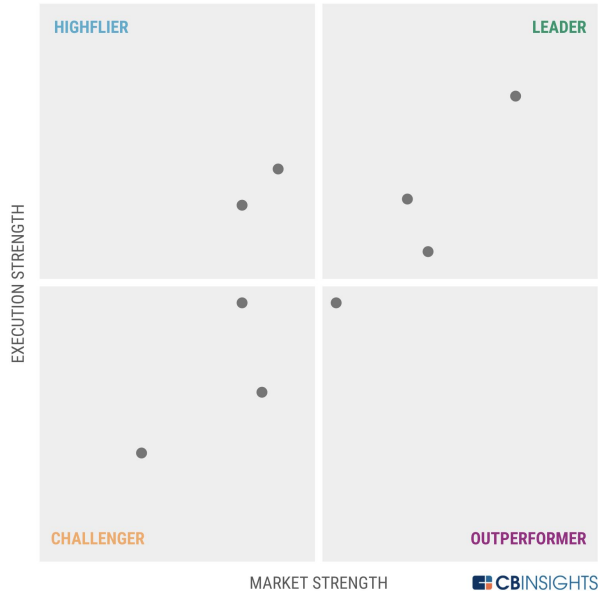
### Analyst spotlight

Insightfil markets a medication adherence platform that aims to simplify medication schedule management and data capture for users. The company's limited execution strength is reflected by its small headcount and lack of recent funding. Its market strength is weaker compared to others in the market – this is reflected by a lack of case studies and evidence of performance against KPIs, non-transparent pricing, and lack of disclosed health system clients.



# Methodology

# At a glance: ESP Vendor Assessment Matrix



## How do I use the ESP Matrix?

- Technology buyers can identify vendors, gain a view into top vendors, and identify the relative traction of companies within a specific tech market.
- Decision makers looking at partnerships, investments, and M&A – or scouting a tech market ahead of a build, buy, partner decision.

## How does the ESP Matrix work?

- The spatial positioning through our proprietary methodology allows for an easily absorbed view into fragmented technology markets
- Each quadrant may be of interest depending on tech buyers' aims:
  - Leaders are established in the category with rounded offerings
  - Outperformers are high in momentum with promising capacity
  - Highfliers are robust in resources and rich in opportunity
  - Challengers may surprise on the upside and credibly threaten established market conventions

# At a glance: ESP Vendor Assessment Matrix

## How are vendors selected for the matrix?

- Analysts choose the tech providers which should be considered for decision makers' short lists. These selections are based on data and on analysts' industry knowledge.
- Preference is given to vendors for which we have complete data. Although it is not a requirement, vendors which respond to a survey may have an advantage over those that do not.

## What data is used to position vendors on the ESP Matrix?

Y Axis – Execution Strength	X Axis – Market Strength
Products and services	Total addressable market
Financial status and health	Value proposition
Sales model and go-to-market strategy	Packaging and pricing
Company details	Brand and marketing
Management team and leadership	Commercial outcomes

# The methodology

The ESP matrix is the distillation of data and analyst insight into a clear picture of key private-company players in a technology market. The proprietary methodology integrates difficult-to-find inputs such as patent applications, business relationships, and private-company filings. It also incorporates Mosaic, our National Science Foundation-backed quantitative indicator of company health. The full array of signals — also including web, funding, and people data — determine a company's positioning relative to its peers. As the report is prepared, each company is evaluated against the same criteria in order to arrive at an easy-to-digest and consistent view into a market.

The ESP does not propose to be a complete picture of a tech market or a comprehensive view into its participants. The ESP focuses on private companies in each market under examination. It begins with a bottom-up view of the category by reviewing hundreds of company descriptions and

competitors through the CB Insights technology insights platform. Vendors are invited to respond to an online survey which collects additional data. The data on each of the companies is reviewed by our team of analysts who verify and augment the information collected and organized by our technology. Through distinct stages of analysis considered in the methodology, companies are selected for final inclusion in the matrix based on the overall quality as well as strength of signals pertaining to Market and Execution.

Some of the companies or vendors included in this report may be CB Insights clients. However, we never give preference to clients in the selection process. Companies cannot pay to be represented in the reports.

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