

Press Release

Noble and Aptar Pharma Launch AdhereIT™, a Connected Medical Device Solution for Disease Management Adherence and Onboarding Patients

The benefits of AdhereIT™ include improved drug management, enriched patient experiences and enhanced patient outcomes

Crystal Lake, Illinois and Orlando, Florida, October 5, 2020 - Noble and Aptar Pharma are pleased to announce the launch of AdhereIT™ - a connected, intuitive and user-friendly onboarding solution for the growing number of patients with chronic conditions who use autoinjectors to administer their medications at home. AdhereIT™ is the first fully interchangeable, connected add-on solution that can work across a multitude of autoinjector platforms. This launch is an important advancement for Noble, an Aptar Pharma company, whose mission is to foster healthy outcomes for patients who self-administer their therapies, partnering with pharma and biotech companies to provide robust training devices and onboarding programs.



AdhereIT™ Connected Onboarding Platform

Adherence to prescribed biologics is a significant challenge. A recent report in the Journal of the American Academy of Dermatology reported that 45% of studied patients suffering from psoriasis discontinue their treatments. The reasons include insufficient training or time with an instructor, lack of confidence during the self-injection process, and feelings of high anxiety and lack of control. COVID-19 has contributed to the increase utilization of telemedicine and remote healthcare, which has even further complicated this challenge by reducing healthcare professional (HCP) training opportunities with patients.

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AdhereIT™ is part of the digital ecosystem that enables patients to gain control and confidence over their at-home drug delivery while easing the anxiety associated with self-injecting. AdhereIT™ integrates with the existing software applications developed by the Digital Healthcare team at Aptar Pharma by pairing a patient's autoinjector via Bluetooth technology to their mobile phone. The device – available in two design options to accommodate dexterity for a one-handed or two-handed injection process – precisely detects an injection event and provides real-time visual, audio and haptic feedback about whether the injection was performed correctly. The AdhereIT™ onboarding platform also allows HCPs to monitor their patients' therapeutic performance via a smart analytical dashboard, providing valuable patient-specific adherence behavior information.

“We are excited to welcome Noble's AdhereIT™ connected onboarding platform into the suite of Aptar Pharma's Digital Healthcare solutions. This innovative technology further enhances our ability to improve patients' lives by creating a seamless integration of injectable products into our disease management offerings,” said Adam Shain, Director of Business Development for Digital Healthcare, Aptar Pharma.

Noble developed AdhereIT™ in partnership with Aptar Pharma, who has made significant investments in digital healthcare over the past three years to actively develop a portfolio of disease management platforms and connected device solutions across dermal, pulmonary, nasal, ophthalmic and injectable routes of administration.

“Connected medical devices represent the future of healthcare for patients, pharmaceutical companies, health insurers and HCPs, playing a vital role in the remote tracking and treatment of chronic illnesses, and delivering a range of benefits that include improved drug management, enriched patient experiences and enhanced patient outcomes,” said Tim McLeroy, Noble's Executive Director of Marketing & Patient Services. “The connectivity of digital technology solutions like AdhereIT™ also create market differentiation and enable value-based contracting for biopharmaceutical companies and medical device manufacturers to survive in a competitive and challenging marketplace.”

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About Noble

Noble is focused on fostering healthy patient outcomes for those who self-administer drug therapies through the development of robust training devices and onboarding solutions for the world's top pharma brands and biotech companies. Noble manufactures and commercializes training devices that mimic the exact feel, force and function of drug delivery devices such as autoinjectors, prefilled syringes, onbody, nasal and pulmonary devices in order to increase patient adherence and confidence, and decrease usage errors. Noble was founded in 1994 and is based in Orlando, Florida. Noble is an Aptar Pharma company. For more information, visit www.gonoble.com.

About Aptar Pharma

Aptar Pharma is part of AptarGroup, Inc., a global leader in the design and manufacturing of a broad range of drug delivery, consumer product dispensing and active packaging solutions. Aptar uses insights, design, engineering and science to create dosing, dispensing and protective packaging technologies for the world's leading brands, in turn making a meaningful difference in the lives, looks, health and homes of millions of people around the world. Aptar's innovative solutions and services serve a variety of end markets including pharmaceutical, beauty, personal care, home, food and beverage. The company is headquartered in Crystal Lake, Illinois and has 14,000 dedicated employees in 20 countries. For more information, visit www.aptar.com.

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Media Contact – Aptar Pharma

Carolyn Penot

Aptar Pharma

+33 6 37 36 76 84

carolyn.penot@aptar.com

Media Contact – Noble

Carolyn Reis

APR

+1 407 590 0251

carolyn@ReisCorporatePR.com