



perx
health

**MOTIVATING BETTER HEALTH OUTCOMES WITH BEHAVIOURAL
ECONOMICS**

THE PATIENT PROBLEM



1 in 2

adults has a
chronic condition



50%

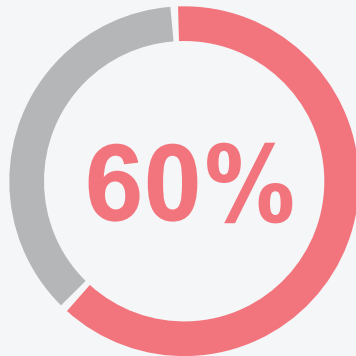
of patients don't stick
to prescribed treatment plans



230,000

avoidable hospitalizations
per annum

Two facts to consider about habit formation in health



Share of Australians who cannot understand and use health information to meet the demands of everyday life¹

Source: Australians with Level 2 or lower health literacy according to the Australia Bureau of Statistics



Bad approach to behaviour change: present information and hope it leads to attitude change and then behavior change...

*Source: BJ Fogg (Stanford University)
World's leading expert on Habit Formation*

Current approaches to health habit formation



We are using the least effective tools for one of the biggest challenges for people living with a chronic condition...

They are people

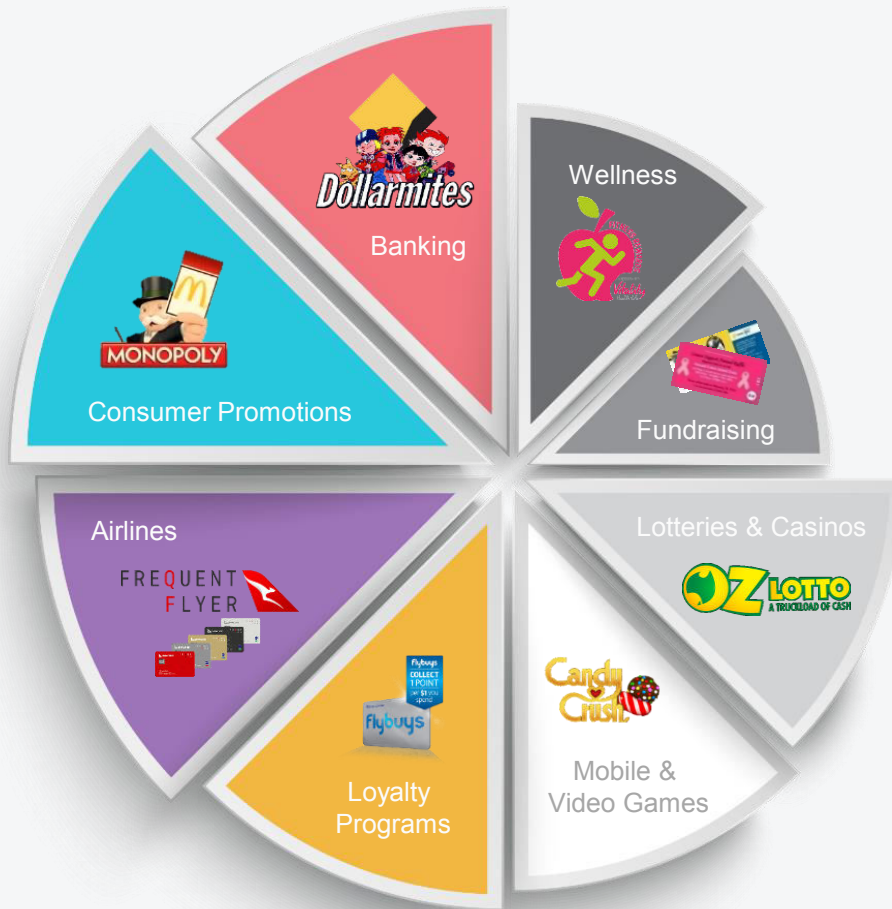
1 Humans are not very good at making long-term trade-offs¹

2 Humans are not very good at decision-making under uncertainty (and are generally terrible at statistics)²

3 Humans are biased against outcomes that are not easily understood or easy to conceptualise²

1. Soman et al., 2005, *The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?*, University of Toronto
2. Tversky & Kahneman, 1974, *Judgement under Uncertainty: Heuristics and Biases*, Science Vol. 185, No. 4157. (Sep. 27, 1974), pp. 1124-1131

The good news is that “people” are a target group every other industry is quite familiar with



How do we encourage shoppers to put more items in their basket?

How do we get executives to take an extra flight with Qantas?

How do we get cyclists recording another ride with Strava?

How do we get adults to pay to obsessively crush digital candy?

How do we get patients to complete their treatment plans?

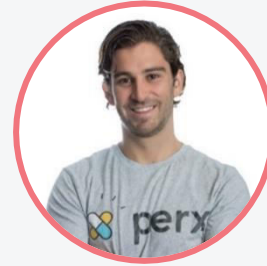
Our team has broad experiences in consumer engagement

Founders:



Scott Taylor

CHAMP
PRIVATE EQUITY



Hugo Rourke

McKinsey & Company

Team:

Mobile development

Enterprise software

Scalable infrastructure

Game design

Consumer promotions

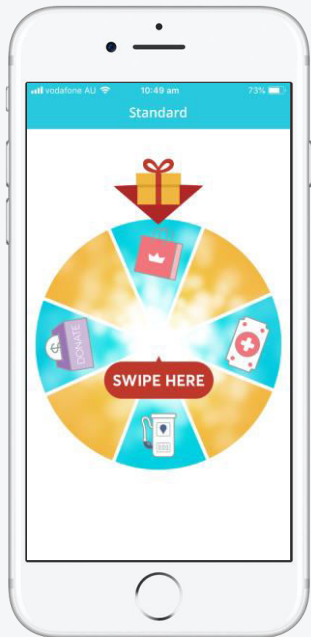
Data analytics

Gaming & lotteries

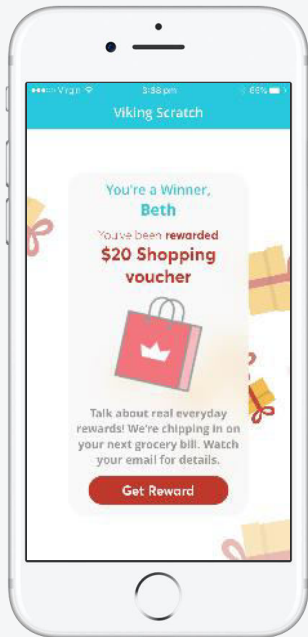
Behavioural economics

Loyalty programs

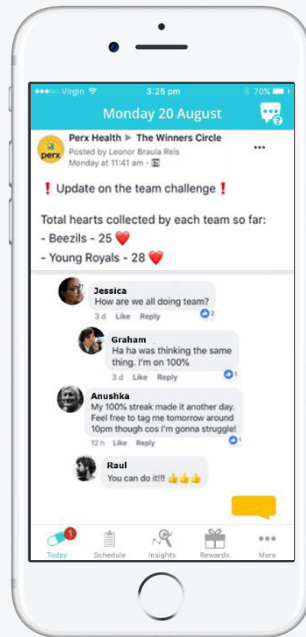
Our motivators drive engagement at unprecedented levels for a clinical health tool



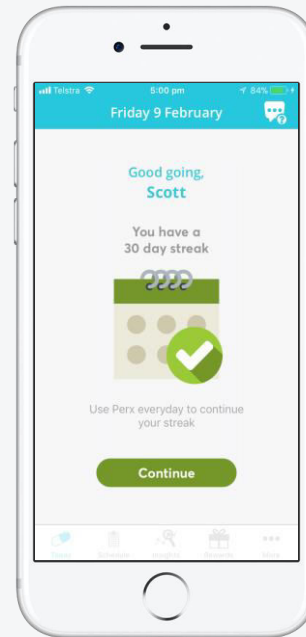
EXCITING GAMES



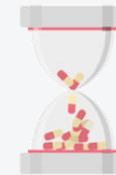
INSTANT REWARDS



COMMUNITY CHALLENGES



PERSONAL ACHIEVEMENTS



100+
minutes in
app every
month



90
sessions per
month



70
net promoter
score

Everyday we learn more about what it takes to motivate patients

Exciting games



After playing just **2 games on Perx** in their first week, a user's persistence increases by **40%**

Instant rewards



Every **\$10 Fuel voucher** drives an incremental **2% uplift** in adherence

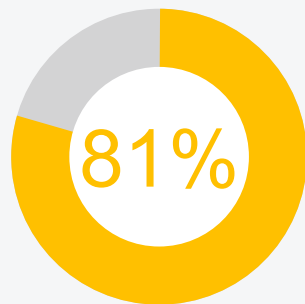
Community challenges



A **Perx Streak Challenge** motivated **90%** of participants to take **100%** of their medication

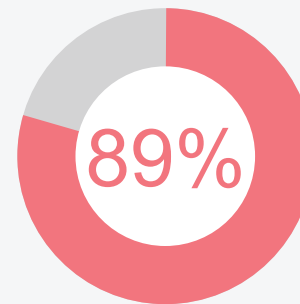
Engaged users are adherent users: with results far above baseline

Perx performance across all diabetes programs in 2018



↑ ~40%
above baseline

Perx performance in ongoing 12-month randomised control trial



↑ Baseline for control pending

Average medication adherence in diabetes according to clinical research

21-49%

Users don't just love Perx, they genuinely rave about it



“ It can get **quite depressing taking medication**, and sometimes its really easy to forget to take em! But this app gives me a **reason to be excited about my morning and night med routines...**

“ This **app has literally changed my life**. What used to seem to be a chore, or something to be embarrassed about, has no[w] become a **happy part of my day**. Thank you, Perx.

“ It **can be a bit embarrassing and shameful to be on medication** (for me it used to be) because meds are often stigmatised by society. But **I don't feel that so much anymore** because I gain so much more from life by taking these meds and using this app... It's undoubtably changing a lot of lives!

“Perx has contributed to my **HBA1C readings being the best it has been for years.**”



Read more user reviews on the [App Store](#)



We're working with leading healthcare organisations to deliver Perx to more people living with a chronic condition

Diabetes Partners



Other Conditions





MOTIVATE BETTER HEALTH

**Please get in touch
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