

Press Release

medac and XO Life implement a pioneering cooperation for digital therapy support in uro-oncology

Wedel, Germany (02.04.2024) **In a pioneering collaboration, medac and XO Life have developed an innovative digital therapy support for one of the most important urological products of medac. This marks a decisive step towards patient-centered healthcare by using modern technologies to focus on the needs of patients. The basis for this is the ImpactMonitor™ platform from XO Life, which enables pharmaceutical manufacturers to provide modern, digital and individualized patient support.**

A digital therapy support enables patients to gain access to verified medical content during their therapy. They can track their health and therapy progress, gain personalized insights and thus actively participate in their healthcare. The systematic recording of the patient's perspective can also be shared with the attending physician. This holistic approach makes a significant contribution to the success of treatment, adherence to treatment and the safety of use for patients by actively involving healthcare professionals.

Jeanette Holzer, Head of Global Brand Management at medac, emphasizes: *"The digital patient support from medac and XO Life is available now and will make a significant contribution to individual healthcare. At medac, we are constantly working to improve patients' quality of life through patient-friendly innovations."*

The cooperation impressively demonstrates both companies' commitment to placing patient-centered healthcare at the heart of their efforts. Dr. Friderike Bruchmann, CEO of XO Life, comments: *"From the very beginning, XO Life has been committed to digital therapy support. With our platform and key partners like medac, we can enable better care for more and more patients."*

The digital therapy support from medac and XO Life will soon be available and promises significant improvements in the field of individualized healthcare.

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About XO Life

XO Life has created a globally unique platform for digital therapy support for patients. Patients are accompanied during their therapy with verified medical content, track their health and therapy progress, receive personalized insights and ad hoc support from specialists if required. By providing patients with better information and continuous support during treatment, the company makes an important contribution to the success of treatment, adherence to treatment and application safety for patients.

XO Life is working together with Charité Berlin, the European Organization for Research and Treatment of Cancer (EORTC) and other leading research institutes as well as representatives of the research industry on indication-specific standards for recording patient experiences (patient-reported outcomes, PROM for short). These are made available to patients on the platform based on their medical profile. The company is one of the great hopes in the field of healthcare start-ups. In March 2023, the Munich-based company was one of 10 start-ups from various sectors of the economy to receive the Digital Award from the Federal Ministry of Economic Affairs and Climate Protection. Further information can be found at <http://www.xo-life.com>

About medac

At medac group, we believe that health is humanity's most valuable resource. Since 1970, our mission has been to improve patients' quality of life worldwide by making the best medical treatments available. As a globally operating pharmaceutical company headquartered in Germany, we provide high-quality medical treatments for patients worldwide in 91 countries. With more than 2.000 employees we are committed to improving human health.

Our products are manufactured in Germany and other European countries to the highest standards, utilizing our own logistics center and production sites, and subsequently distributed worldwide.

We are constantly working to improve authorized medicines and to develop innovative therapies in the fields of rheumatology, urology, hematology, and oncology. Part of our mission is to provide safe, high-quality and innovative original products, as well as generics and biosimilars. In this way, we make vital treatments accessible to those affected.

Further information on the company can be found online at www.medac-group.com