

Cognitant Group, the Oxford based healthtech company whose mission is to empower patients with clear, reliable health information, has won the prestigious award for best patient programme at the PM Digital Awards for a programme that was funded by Bayer plc and developed as a collaborative partnership between Bayer plc & Cognitant.

This award ceremony, run by the Pharmaceutical Marketing Society, is well recognised by the industry for showcasing companies that offer exceptional digital communication solutions that are truly effective and innovative.

The Patient Programme category of the awards ceremony focuses on projects that are educational, practical, offer patient support around a specific product or therapy, disease awareness, post prescription support and adherence. Cognitant's patient counselling tool for Long Acting Reversible Contraception (LARC), which the company developed for the pharmaceutical company, Bayer, was a clear winner, meeting all of these winning criteria.

Recognising the challenges of misinformation online and limited consultation time, the LARC patient counselling tool aims to empower women with a clearer understanding of their contraception choices. The interactive, avatar-led educational tool, accessible via the Healthinote app, provides easy to understand and trusted information.

The Healthinote app, which can be integrated into virtual consultation tools and currently reaches 3,000 clinics and 26.5 million patients, allows doctors to prescribe information, such as the LARC programme, to patients via email or text. Patients can view the content in their own time via smartphones, tablets or VR headsets.

Dr Juhi Tandon, GP and co-founder of Cognitant said: "Having been a GP and LARC fitter for over a decade, I am so pleased we have been able to co-create an engaging LARC digital counselling tool with patients. I genuinely feel this

tool will not only empower women to make an informed decision about their contraception but will help clinicians save time during consultations whether face to face or remotely."

ENDS

For further information, photos, or interviews with CEO Dr Tim Ringrose or Clinical Director, Juhi Tandon, please contact:

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About Cognitant Group

Cognitant's mission is to provide easy to understand and access, visual and immersive health information to ultimately empower patients to better manage their health. Addressing issues such as limited health professional time, cultural or online misinformation, and poor health literacy, they offer clear, clinically-led educational experiences that can be prescribed by a doctor and easily accessed by patients on smartphones, tablets and computers at their convenience.

Via the Healthinote platform, Cognitant offers clear, clinically-led educational experiences that can be prescribed by a doctor and easily accessed by patients on smartphones, tablets and computers at their convenience. Integrated into the eConsult virtual consultation service in the UK, Healthinote reaches 3,000 clinics and 26.5 million patients throughout the UK.

Where is this press release going out to?

- PharmaPhorum (interest stated)
- PharmaTimes (interest stated)
- MM&M
- PM360
- PharmaVOICE
- PMLiVE
- Pharmaceutical Technology Focus
- Pharma Business International
- Med-Tech Innovation
- ET Prime
- VR Association