

Lloyds Pharmacy Partners with Proteus Biomedical to Launch Innovative Digital Health Product

January 13, 2012 by [Marnell](#)



January 13, 2012 – (BusinessWire) - UK community pharmacy chain Lloydspharmacy and US company Proteus Biomedical, Inc., a pioneer in digital health, have today announced an exclusive strategic collaboration to commercialize and launch HeliuTM, a digital health product focused on consumers and family caregivers. Heliu has been designed to provide assurance and peace of mind to individuals struggling with complex medication regimens and health issues, and to connect these individuals to the family, friends and professionals caring for them. As part of the agreement with Proteus, Lloydspharmacy will launch Heliu in the UK and sell the system through selected pharmacies. Heliu will be paid for by consumers and their families.

Combining sensor-enabled tablets, a sensor patch worn on the body, an advanced mobile health (mHealth) application and information service, and Lloydspharmacy's current medication adherence packaging, Heliu allows consumers to remain independent in their own homes and their loved ones to help take care of them. Heliu helps to monitor when medications have been taken along with a range of additional patient information including sleep patterns and physical activity. These metrics are then combined to provide useful information to allow the patient, carer or family member to follow progress and collaborate on maintaining patient wellness.

The World Health Organisation estimates 50% of patients fail to take their medicines correctly¹. This can result in patients not gaining the full benefit of their treatment, or worse, being at risk of harmful reactions. Unused prescription medicine is also estimated to cost the NHS in the UK around £396 million² a year.

Commenting on the new partnership, Andrew Thompson, Chief Executive Officer at Proteus, said: "We are delighted to be working with Lloydspharmacy to launch Heliu in the UK. Proteus and Lloydspharmacy share a common vision of how advancements in technology can be captured to improve the well being of patients struggling with complex medication regimes and health issues. The intimate knowledge that Lloydspharmacy's healthcare teams have of their communities, patients and families makes the company a perfect partner with which to introduce a patient-focused service like Heliu."

Steve Gray, Lloydspharmacy Healthcare Services Director, added: "Lloydspharmacy is committed to improving positive health outcomes for patients and the Heliu system is an exciting development which takes our current medication adherence offering to a whole new level. There is a huge problem with medicines not being taken correctly. Anyone taking several medications knows how easy it can be to lose track of whether or not you've taken the correct tablets that day. Add to that complex health issues and families caring for loved ones who may not live with them and you can appreciate the benefits of an information service that helps patients get the most from their treatments and for families to help them remain well."

Notes to editors

1. World Health Organisation <http://www.who.int/mediacentre/factsheets/fs338/en/index.html>
2. Source: A report by the York Health Economics Consortium and the School of Pharmacy at the University of London in 2010, which showed unused prescription medicines cost the NHS in England at least £300 million with at least 50 per cent avoidable. Unused medicines in Scotland cost £46million (source:<http://www.scotland.gov.uk/Resource/Doc/919/0102128.pdf>) and in Wales cost £50million (source:<http://www.publicfinance.co.uk/news/2010/09/wales-aims-to-cut-the-50m-spent-on-unused-medicines/>)

About Proteus Biomedical, Inc.

Proteus Biomedical is pioneering digital health care, an emerging field of advanced therapies that integrate in-body and on-body sensor and mobile communications technologies into existing pharmaceutical, medical device and consumer products. Proteus is developing and commercializing a range of digital health care products in partnership with global leaders from multiple industries, including Novartis, Medtronic, ON Semiconductor, Kaiser Permanente and Lloydspharmacy. Proteus is also establishing digital health technology standards by non-exclusively licensing aspects of its platform to an ecosystem of partners that embed Proteus innovations into their own branded products, including Avery Dennison and BodyMedia for the MetriaTM line of wearable sensor products. More information about Proteus Biomedical can be found at www.proteusbiomed.com.

About Lloydspharmacy

Lloydspharmacy has over 1640 pharmacies across the UK. These are based predominantly in community and health centre locations. The company employs over 17,000 staff and dispenses over 150 million prescription items annually.

Lloydspharmacy which is a community pharmacy has primary care at the heart of its business. This is why it has launched a range of products aimed at improving community health such as affordable blood pressure monitors and allergy relievers, as well as a suite of convenient professional health check services including free blood pressure and diabetes testing, and cholesterol and heart checks in the comfort of a private consultation room. Lloydspharmacy is the trading name of Lloydspharmacy Ltd, a wholly owned subsidiary of Celesio AG based in Stuttgart.

Celesio is one of the leading international service providers within the pharmaceutical and healthcare markets. It is active in 27 countries worldwide and employs approximately 47,000 employees in our three divisions Patient and Consumer Solutions, Pharmacy Solutions and Manufacturer Solutions.

Just under 2,300 of Celesio's own retail pharmacies, as part of Patient and Consumer Solutions, serve over 550,000 customers every day. In its wholesale activities, the core business of Pharmacy Solutions, more than 130 wholesale branches deliver to around 65,000 pharmacies – day in, day out. In the Manufacturer Solutions division, it offers pharmaceutical manufacturers logistics, marketing and sales solutions and operate in the area of Efficient Care Pharma.

Some key facts about Lloydspharmacy:

- In 2010 Lloydspharmacy had turnover of £1.8 billion
- We dispensed over 150 million items
- Over 1.3 million free Type 2 diabetes screening tests with 75,000 people referred to their GP
- Over 1.7 million blood pressure tests completed to date
- Lloydspharmacy offers more private consultation areas than any other pharmacy – currently they are available in 97% of Lloydspharmacy pharmacies
- Finalist in the UK Customer Satisfaction Awards 2012 (Customer Focus, large enterprise)
- Lloydspharmacy's national charity partner is the British Heart Foundation
- In 2011 Lloydspharmacy was accredited with Investors in People (IIP) – for the fourth time in a row.

Media enquiries:

Proteus Biomedical, Inc.

Marnell Mullarkey

Tel: +1 (650) 632-4031

mmullarkey@proteusbiomed.com

Claire Connolly

Lloydspharmacy Press Office

Tel: +44 (0) 24 7643 2192 / +44 (0) 77 9882 6332

claire.connolly@lloydspharmacy.co.uk