



## **BioRx Introduces Smartphone App for Tracking Hemophilia Healthcare Information**

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BioRx, a national specialty pharmacy and infusion services provider, announced the launch of its industry's first smartphone app designed for patients with hemophilia and related bleeding disorders. Called MyFactor, the app was developed and tested extensively by members of the hemophilia patient community. It was created to give patients and caregivers one place to easily monitor and manage their home treatment.

The first version of the app, to be released on the Apple Store next month, allows patients to electronically record bleeding episodes and treatments, and facilitates easy sharing of information with their healthcare team, including physicians, pharmacists, nurses and care coordinators. Future releases of the app will allow customers to access their BioRx pharmacy records and track delivery of medications to their home.

“MyFactor is the first hemophilia app from a specialty pharmacy,” said Eric Hill, co-founder of BioRx. “This creates a unique platform for BioRx customers and staff to more efficiently communicate and exchange detailed treatment information, and helps both parties to anticipate and plan for future needs.”

Today, the vast majority of people with bleeding disorders receive homecare pharmacy and infusion services to help manage their day-to-day care. In moderate to severe cases, patients typically self-infuse and receive monthly shipments of their clotting factor medication and infusion supplies. Physician visits may not be frequent, but interaction with the pharmacy is routine. Keeping track of hemophilia bleeding episodes and treatments (as often as 3 or 4 times per week) can become a burden to patients and caregivers, especially over time; however, communicating these events is important to monitoring for potential joint damage from repeat bleeds, determining the need for dose adjustments, and diagnosing other issues that may impact health outcomes.

MyFactor can also generate historical reports in PDF and CSV formats at the touch of a button, customized by date range, keyword or event type. Reports from the app can easily be shared with others by selecting email addresses from the iPhone contact list, while access to the app can be password-protected on the device itself. Additionally, patients can use MyFactor to set up regular infusion reminders and alerts, add detailed notes, switch between multiple user accounts, and attach photos to show active bleeds, range of motion, or other information that may be useful to the healthcare team.

“This first release of MyFactor is an exciting step for us,” said Randy Broyles, R.Ph., National Director of Operations for BioRx. “Helping patients manage their disease on a hand-held device makes a difficult part of their lives that much more convenient. We look forward to taking it to the next level and beyond.”

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### *About Hemophilia and Bleeding Disorders*

Approximately 20,000 people in the U.S. have hemophilia, an inherited bleeding disorder characterized by episodes of prolonged bleeding. It affects males almost exclusively. Bleeding may occur spontaneously or as a result of trauma. Von Willebrand disease is a related bleeding disorder that affects males and females equally. Some estimates put the prevalence of von Willebrand disease as high as 1% to 2% of the U.S. population. Factor XIII deficiency is an extremely rare inherited blood disorder affecting 1 in 5,000,000 live births. In affected individuals, the blood fails to clot appropriately, resulting in delayed wound healing. Each bleeding disorder is the result of a deficiency in or defective production of certain naturally occurring clotting factors in the bloodstream. Treatment is typically by intravenous infusion of commercially prepared hemophilia clotting factors.

### *About BioRx*

Based in Cincinnati, Ohio, BioRx is one of the nation's fastest growing providers of specialty pharmaceuticals and infusion services, delivering highly customized care for patients with certain rare and chronic diseases. In addition to serving patients with hemophilia and related bleeding disorders, BioRx offers pharmacy, nursing and education services to patients with hereditary angioedema, primary immune deficiencies, autoimmune disorders, alpha-1 antitrypsin deficiency, and nutrition and digestive disorders. The company's clinical staff reaches patients and physicians in all 50 states.

To learn more about BioRx and its products and services, visit [www.biorx.com](http://www.biorx.com). ■

### *About Symmetric Capital*

Symmetric Capital, a private equity firm focused on profitable growth companies in the United States and Canada, invested in BioRx in 2010. With the flexibility to invest in either minority or majority ownership positions, Symmetric structures transactions that meet both the immediate and the longer-term objectives of owners and managers – all without changing a company's entrepreneurial culture or introducing excessive debt that restricts growth. Since 1990, Symmetric's principals have built dozens of successful, collaborative partnerships, beginning in each case with an equity investment to fund growth, shareholder liquidity, debt repayment, a management-led buyout or a strategic acquisition.

Symmetric targets companies with at least \$10 million in revenues and \$2 million in operating profits. Sectors of interest include business and financial services, healthcare, technology, software, education, and consumer and industrial products. With over \$200 million in committed capital under management, Symmetric typically invests \$5-25 million in each company. Larger transactions can be funded in conjunction with our limited partners or with other co-investors. For more information on Symmetric, please visit [www.symmetriccapital.com](http://www.symmetriccapital.com).