

## ZENTIVA STORY

Community care transformed by iXensor's healthtech solution amid COVID-19 outbreak in Italy.



### Business Challenge

In the face of COVID-19, health care systems worldwide have been prompted to spare non-critical hospital visits amongst chronic disease patients. As a result, chronic disease patients face a very unique challenge, as their health condition demands long-term monitoring, active alerting and near-by consultancy with comprehensive records of their medical history.

### Opportunity

The need for efficient and decentralized health care services has never been higher.

### Customer

Zentiva is a European pharmaceutical company. Its regional footprint demonstrates the capacity to make and distribute high-quality generic as well as OTC medicines in the heart of Europe. Zentiva serves millions of people through its extensive network of pharmacy customers across Europe.

### Transformation

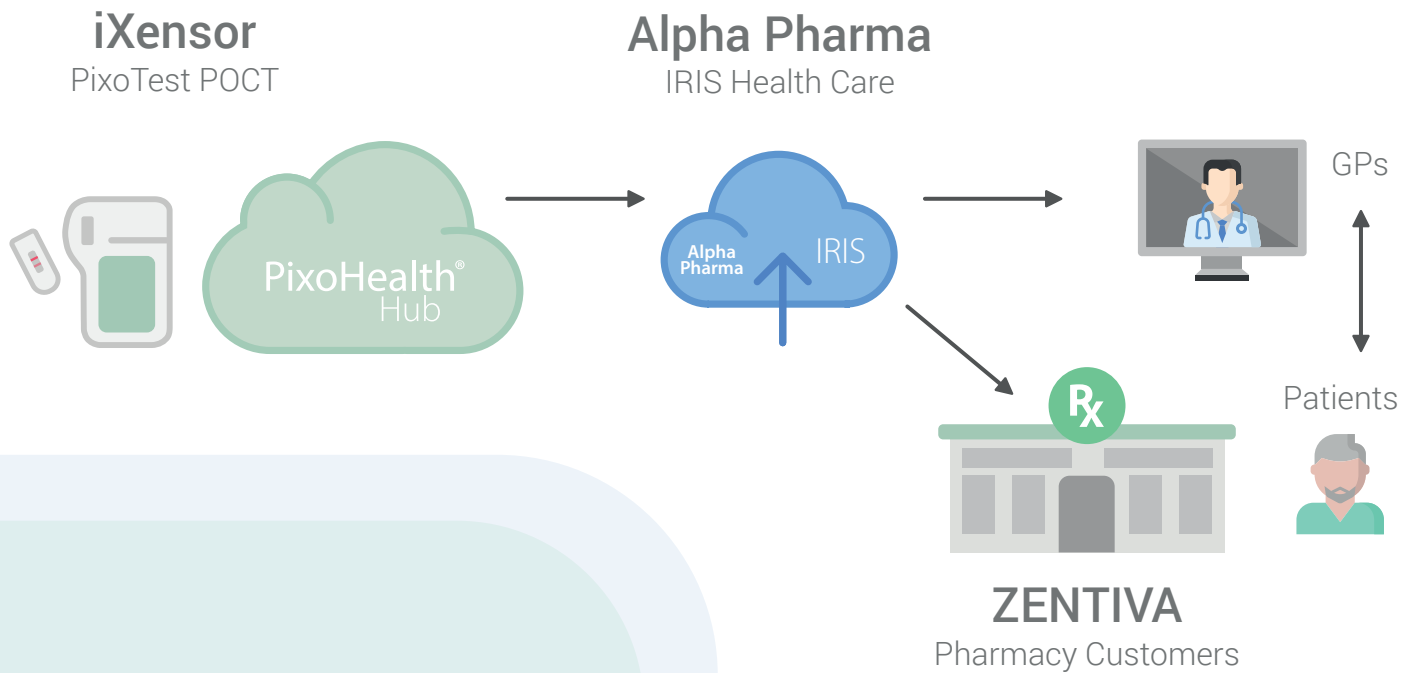
A new, digitalized community care model emerges whilst the COVID-19 pandemic presses the need for better chronic disease management.

### Digitalized Community Care Model

In April 2020, Zentiva introduced the private membership program through its digital transformation initiative together with Alpha Pharma – iXensor's Partner in Italy. The private membership program offers subscribing patients the benefit of viewing and tracing testing results of metabolic parameters via a digital platform (IRIS Health Care, developed by Alpha Pharma).

When a member patient walks into any one of the equipped pharmacies for their regular HbA1c/lipid check-up, their GP can access their test results in real-time and can therefore react, make treatment plans in a timely manner. The new service has been rolled out to 250 pharmacies and will grow to 400 pharmacies.

## How ZeNTIVA implemented the digitalized community care model in Italy



## HealthTech Solution

The PixoTest® POCT system developed by iXensor Co., plays a vital role in this service model. It enables seamless connectivity among patients, community caregivers and medical consultancy, forming an interoperable eco-system for patient-centric health management.

The PixoTest® POCT system consists of a hand-held, portable device and test strips that measure patients' HbA1c and lipid panels (TC, TG, HDL and calculated LDL) in 3 minutes. It features the Pixo-Health® Hub's data management, which synchronizes testing records via wifi or GSM network, and can send test results to personal devices, integrated patient management systems or EMRs for instant medical consultancy, even via telehealth amid current pandemic situation.

**The nature of PixoTest® POCT system's timely, accurate results and connectivity makes the management of chronic disease monitoring, tracking, alerting and professional consultation easier than ever.**

The PixoTest® POCT system transforms community pharmacies into valued medical service providers of regular check-ups and pre-screening for high-risk patients. More importantly, physicians and pharmacists get to retrieve history data and give timely data-based consultation without missing a beat.

*"We always try to enhance the value of modern medical and IT technology.*

*Adopting PixoTest® POCT System helps us to empower pharmacy customers to practice tele-medicine. It allows healthcare professionals to incorporate the POCT practice into the existing workflow easily and to manage patient testing records efficiently."*

**Mr. Oronzo Cervelli, CEO of Alpha Pharma**

*"It is a great pleasure to witness that PixoTest® POCT System's competencies of delivering accurate timely results and data connectivity and management played a critical role in revamping community pharmacies' service model in Italy, especially in the unprecedented time of the COVID-19 outbreak.*

*We anticipate that more chronic diseases' patients will soon benefit from our health technology solution through the partnership."*

**Dr. Carson Chen, CEO of iXensor**