

Press release of 17 May 2022

## **Sanitas launches pilot programme to encourage customers with chronic illnesses to stick with their treatment**

**The digital options available for supporting patients with chronic illnesses offer great potential. Picking up on this topic, Sanitas is working with TOM Medications to launch a pilot project with an app-based programme for chronically ill people, which is designed to help them take their medication correctly.**

Around 40% of chronically ill people in Switzerland don't take their medication or take it incorrectly. This reduces the effectiveness of treatment and significantly increases long-term health costs. This is where the pilot project that Sanitas has started with TOM Medications comes in: Between May and November 2022, Sanitas customers with supplementary insurance have the opportunity to take part in a six-month test phase. They get rewards for sticking to their treatment plan. Sanitas does not have access to any information on customer medication; use of the TOM app is anonymous.

Sanitas CEO Dr Andreas Schönenberger: "As a health partner, our customers are our top priority. This is particularly important during an illness. Here we see the potential to offer our customers even better support. Customers who follow their treatment plans are healthier in the long term and less likely to suffer complications. This is beneficial for them and the Swiss healthcare system as a whole."

Good medication management is a key component, especially when it comes to "lifestyle diseases" such as high cholesterol, type 1 and type 2 diabetes, high blood pressure, heart disease, chronic pain, depression, rheumatism, asthma and thyroid diseases. TOM Medications is an expert in this field and therefore the perfect partner for Sanitas. Over 7,000 patients already use the app daily to help them take their medication. TOM founder and CEO Sven Beichler: "While general overall adherence to treatment is 60%, TOM users achieve an adherence of over 80%".

**Users can take part in the programme via the TOP app. The number of places in the pilot phase is limited.**

*Download the Android app [here](#)*

*Download the IOS app [here](#)*

### **About Sanitas**

The Sanitas Group ([www.sanitas.com](http://www.sanitas.com)) runs both a basic insurance (Sanitas Grundversicherungen AG) and supplementary insurance business (Sanitas Privatversicherungen AG). With around 849,000 customers and a premium volume of over CHF 3 billion, Sanitas is one of the biggest health insurers in Switzerland.

### **For more information**

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