

ASX ANNOUNCEMENT

PeriCoach User Surveys Reveal Insight into Motivation and Behaviour

- 70% of regular respondents with 'severe' incontinence improved to 'moderate' or better after using PeriCoach
- Consistent use key to improvements in quality of life
- Patient's severity at onset influences exercise behaviour
- Clinician recommendation influences purchase, women prefer self-management

13 Jan 2017 - Brisbane, Australia - Analytica's (ASX:ALT) post-market surveillance program reveals insights into PeriCoach user demographics, behaviour and motivation factors. The data adds to the clinical and marketing evidence being accumulated by Analytica towards the goal of a licensing deal.

PeriCoach user surveys are conducted every 6 months as part of Analytica's post-market surveillance programme. A post-market surveillance programme is required by all Class II medical device manufacturers and is intended to actively solicit feedback from medical device stakeholders. Analytica uses this patient contact event to gather additional voluntary and anonymised information from users on symptoms, and experience, as well as identify opportunities for product development. To date, Analytica has 307 user responses. Self-reported experience with the product ranges from less than three months to more than one year, with the bulk of respondents using the product less than three months.

The responses validate many of the assumptions on which Analytica bases the PeriCoach model, particularly the usage frequency required and the influence of clinicians on the purchasing decision.

Quality of life survey categories include the specific areas of social engagement, mood, ability to stay active and fit, and sexual function, in addition to an overall quality of life index. Those women exercising 'regularly' with PeriCoach (3-4 times per week) reported improvements of: 27% social engagement, 48% mood, 47% sexual function, 33% ability to stay fit, and 47% overall quality of life. Furthermore, women using the PeriCoach 'consistently' (5 or more sessions a week), report an additional improvement 14% in all categories over 'regular' users. Consistency matters, with the 30% of respondents whose exercise 'varies weekly' achieving only half the improvement of the 'regular' users. The benefits of consistent use are clear and Analytica is directing product development resources to incorporate features that encourage increased exercise frequency.

The data shows that the perceived severity of a woman's symptoms at the start of treatment will drive motivation. After 3 months 70% of women who classified their UI as 'very severe' or 'severe' before using PeriCoach improved to 'moderate' or better, whereas 44% reported improvement from 'moderate' to 'mild' UI. Those that classified themselves as severe were 33% more likely to continue to exercise.

The influence of clinicians was also examined. 62% of respondents are not working with a clinician for urinary incontinence (UI) treatment, and nearly 40% have never discussed their UI with a clinician. However, 46% stated they heard about PeriCoach from a clinician. This demonstrates that autonomy is important to women. It also shows the value of clinical evidence and support at clinical conferences to provide clinicians with referral confidence.



The post market surveillance is part of the PeriCoach data analysis system. This system, currently in development, lays the groundwork for turning PeriCoach health data into powerful global insights into pelvic health. This information coupled with the user behavior database and tested science will provide greater understanding of clinical therapies, market drivers and consumer attitudes.

For more information, please contact: investorrelations@analyticamedical.com

For more information about the PeriCoach System, visit: www.PeriCoach.com

For more information about Analytica, visit www.AnalyticaMedical.com

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About Analytica Limited

Analytica's lead product is the PeriCoach® System – an e-health treatment system for women who suffer Stress Urinary Incontinence. This affects 1 in 3 women worldwide and is mostly caused by trauma to the pelvic floor muscles as a result of pregnancy, childbirth and menopause.

PeriCoach comprises a device, web portal and smartphone app. The device evaluates activity in pelvic floor muscles. This information is transmitted to a smartphone app and can be loaded to a cloud database where physicians can monitor patient progress via web portal. This novel system enables physicians to remotely determine if a woman is performing her pelvic floor exercises and if these are improving her condition. Strengthening of the pelvic floor muscles can also potentially improve sexual sensation or satisfaction and orgasm potential in some women.

PeriCoach has regulatory clearance in Australia, and has CE mark and USFDA 510(k) clearance. The product is available for sale from pericoach.com in Australia, New Zealand, UK and Ireland, and the USA.

