



The BlockRx Pharma Ecosystem

Innovating Pharma with the Blockchain

What is BlockRx™

BlockRx is a series of initiatives presented by iSolve, a privately owned

Blockchain solution provider for the Life Sciences Industry. The mission of BlockRx is to interconnect systems that do not readily communicate, establish data provenance that satisfies regulatory and business requirements, and create a network of trading partners that are incentivized to facilitate the transfer of information within a secured environment.

The platform is a comprehensive solution for life science researchers, biopharmaceutical companies, medical device manufacturers, dispensaries (pharmacies and health facilities), wholesalers, and healthcare providers to improve patient outcomes.

The Pharmaceutical Supply Chain and the Patients It Serves

Challenge: The Pharmaceutical Supply Chain and Counterfeit Medicine

The global pharmaceutical market is valued approximately at \$800 billion USD with a projected growth to \$1.12 trillion USD by 2022. The counterfeit medicine business, currently estimated between \$75-200 USD billion annually by the World Customs Organization, is a fast-growing, global epidemic with significant human and financial costs:

- The World Health Organization estimates 10% to 30% of medicines distributed are counterfeit
- More than 100,000 lives are lost annually
- The European Union is predicting 90,000 direct and indirect job losses

Today's supply chains are complex, centralized and siloed. These three factors have facilitated the growth of the counterfeit pharmaceuticals market.

Challenge: Patient Engagement and the Cost of Healthcare

The rising cost of healthcare is outpacing the increase in personal income. The average patient struggles to maintain a balance between healthcare costs and effective outcomes. On a global scale, aging populations and the growing prevalence of chronic diseases and comorbidities are spiraling healthcare costs out of control.

"In the United States, "Patient payments now account for 35% of provider revenue... by comparison, in 2000 patients paid just 5% of healthcare provider revenue."

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Our Solution: The Pharma Blockchain Ecosystem

The biopharmaceutical industry needs the BlockRx Pharma Ecosystem. The Ecosystem is comprised of the Hyperledger Sawtooth Blockchain by Intel; iSolve's Advanced Digital Ledger Technology (ADLT™); and the BlockRx Digital Token (BKRx). This underlying platform will provide security, verification, distribution and decentralization across the pharmaceutical supply chain. The Ecosystem resides on top of existing legacy systems, and will deliver the visibility and traceability needed to maintain compliance with global regulations while incentivizing trade partners and patients to become trusted participants of the Blockchain.

Patients participating through the BlockRx Patient App will join an international group focused on wellness, prevention, and improving global health. Patients will receive BlockRx Tokens (BKRx) for providing data to their healthcare providers and other trusted partners. BKRx will then be utilized to offset medication and other medical costs through participating healthcare providers and retail pharmacies.

Healthcare providers and their partners benefit by dramatically improving patient engagement resulting in improved patient outcomes.

Our Global Partner Network

Our strategic partnerships have been an instrumental part of our growth. We initially started the Direct Partner Channel with an outreach to the pharmaceutical industry – manufacturers, wholesalers, dispensaries and more. The partner channel has expanded to include service offerings across a variety of verticals within Life Sciences and healthcare.

Pharmaceutical industry service partners include highly established entities such as: Intel, YourEncore, TechMahindra and many more.

The Token Details

The BKRx sale will start on 21 September 2017 and conclude on 31 January 2018. The Token Allocation:

- 40% for Early Investors and Public Sale
- 20% for Pharmaceutical Companies
- 30% for the Principals
- 10% for Future Employee Benefits

We are ERC 20 Ethereum compatible token and are tradable on every token exchange. Refer to www.BlockRx.com for details.

The White Paper

For more information on the BlockRx Pharma Ecosystem solution and the benefits of the BlockRx Token, please refer to the white paper, downloadable on our website.

Visit www.blockrx.com for details.