Grow Pharma launches CALYX cannabis patient app in UK and Ireland

Friday 11 June, 2021

Media:

Related Sectors:

Business & Finance :: Health :: Medical & Pharmaceutical ::

Scan Me:

LONDON, UK – June 11, 2021 – Grow Pharma, a subsidiary of Grow Group PLC (the "Company" and "Grow"), a biopharmaceutical company focused on making cannabis-based medicines accessible to patients in the United Kingdom ("UK") and Europe, today announced a deal with Australian technology company OnTracka to launch a free patient health monitoring app, CALYX (the "app"), into the UK, the Channel Islands and Ireland.

Pierre Van Weperen, Grow Pharma Chief Executive Officer said, "Grow Pharma is currently fulfilling around a third of all prescriptions for the UK's medicinal cannabis patients. Our prominent role gives us a significant advantage to building data insights into how patients are managing their health. This is integral to pave the way towards increasing access for patients in the UK through providing doctors with confidence around the safety and efficacy of these products. Using the app will generate important insights to provide real-time evidence to doctors and regulators."

CALYX is designed by patients for patients. The app is a Grow Pharma branded version of the OnTracka app founded by stage four cancer survivor and social worker, Chad Walkaden. Walkaden, OnTracka's CEO, said "CALYX aims to change how Cannabis Patients navigate their healthcare with the same impact as Google Maps revolutionised navigation of the world".

CALYX is a technology solution available for the first time by doctors in the UK after successful launches of the technology in Australia, the US, and South America. The application's testing has proven its impact on driving improvements in doctor-patient experience; doctors using the technology have seen dramatic improvements in service delivery with feedback that thirty seconds using the technology insights can be more valuable for a doctor than a standard fifteen-minute consultation appointment.

Other highlights of CALYX's impact on improving Cannabis patient experiences include:

- Control given to patients about their data, privacy, and who they share their personal information with.
- A transformation of the relationship between patient and prescriber through secure messaging; personalised planning; and additional support services all accessible to patients for free.
- Multiple personal health reporting functions including wider health tracking, journaling, mental health support, and more.

Grow is committed to serving patient needs. The introduction of CALYX is a fantastic opportunity for patients in the UK and Ireland to rapidly accelerate an understanding of the safety, quality, and efficacy of Cannabis Medicines. These insights advance the industry forward in the service of patients, shaping future legislation and policy based on patient experiences via reliable, legitimate, and robust real-world data. App store download links are available on https://growgroupplc.com/pharma/calyx

Grow is currently raising £6m of capital and has some remaining allocation for sophisticated investors or high net worth investors. It is estimated that this round for capital raise will end in mid-June. For further information please contact investors@growbiotech.com

About Grow Group PLC

Grow Group PLC is committed to unlock the medical potential of cannabis for those who need it through three business units: Grow Pharma, Grow Trading and Grow Biotech. All Grow Group activities are in service of securing patient access to cannabis medicines. Learn more about us at www.growgroupplc.com and follow us on LinkedIn www.linkedin.com/company/grow-grow-plc.

For more details please contact:

Community & Investor Relations Lead

Hannah Nommé

hannah.nomme@growbiotech.com

Chief Financial Officer

Kalad Shah

kalad.shah@growbiotech.com

Chief Executive Officer, Grow Pharma

Pierre van Weperen

pierre.vanweperen@growbiotech.com

Company Contact:

Grow Pharma

T. +447885575807
E. pierre.vanweperen@growbiotech.com
W. https://growgroupplc.com/pharma/

View Online

Additional Assets:
https://growgroupplc.com/pharma/calyx

Newsroom: Visit our Newsroom for all the latest stories:
https://www.grow-pharma.pressat.co.uk