

Initial Findings - Competitors

Pill Box Care Medication Management App

	medisafe	mytherapy
Overview	• Digital drug companion, reminders, appointments, doctor + caregiver connection	• Free pill reminder + medication tracker, diary, health history, doctor appointments
Key Solutions	• Smart reminders (sleep mode, time zones) • Refill reminders • Family account / pillbox management • Side effects + pill mixing info • Health Kit integration • PDF reports	• Pill + injection reminders, complex dosage • Refill reminders · PDF reports • Personalized treatment tips • Mood + symptom tracking • Wide-range measurements • ad-free
Strengths	- Strong algorithm - Brand recognition (pharma) - High data security	- Simple + intuitive - Ad-free · broad patient coverage
Weaknesses	- Boring UI - No video/messaging - No mental health tracking	- No doctor connect/call - No pill mixing info - No(symptom tracker, late-dose logic)
Opportunities	More & engaging appealing UI	- symptoms tracking - adaptive reminders - mix pill info