

## Press release

### **Launch of PID GENIUS mobile app, The personal assistant to PID patients**

For immediate release

November 9, 2017

IPOPI, the International Patient Organisation for Primary Immunodeficiencies, is delighted to launch PID GENIUS, the first mobile application developed by a patient organisation for people with primary immunodeficiencies (PIDs) for worldwide use. This project has been made possible thanks to the support of Kedrion Biopharma.

PID GENIUS is the personal assistant to PID patients in search of an easy and dynamic way of keeping track of their treatments, day-to-day symptoms, vaccinations, contacts, most important documents. PID GENIUS also offers the possibility of displaying stored information in dashboards, facilitating discussions between patients and their medical specialists. *"We hope that with this mobile application, people living with PIDs will see the management of their day-to-day life and treatment become simpler and easier to follow up, sparing them the trouble of managing with a big bulk of files"*, said Jose Drabwell, from IPOPI. IPOPI has developed PID GENIUS with a view of helping people living with primary immunodeficiencies, a group of around 300 rare and chronic diseases caused when some components of the immune system (mainly cells and proteins) do not work properly. Due to the specificities of these diseases, people living with PIDs need lifelong treatment (immunoglobulin replacement therapies in most cases, but also antibiotics, interferon-gamma, growth factor and others) as well as to consult with a wide range of specialists. PID GENIUS will help them organise all the information they need and make it available at any time, including in case of emergency.

Kedrion Biopharma is an IPOPI longstanding partner in its goal of advancing disease awareness and access to care for all PID patients worldwide. PID Genius is the latest initiative developed together. *"For us, innovation means contributing, every day, to improve the quality of life of people living with Primary Immunodeficiencies and other rare diseases"*, Ferdinando Borgese, Regional Commercial Director Asia, Middle East & Africa at Kedrion Biopharma stated.

#### About IPOPI

IPOPI is the Association of national patient organisations dedicated to improving awareness, access to early diagnosis and optimal treatments for primary immunodeficiency patients worldwide through global collaboration.

IPOPI represents a growing number of national patient groups spread across all continents. IPOPI is a charity registered in the United Kingdom and under UK Charity Law.

If you want to find out more about us, please check [www.ipopi.org](http://www.ipopi.org)

#### About Kedrion Biopharma

Kedrion Biopharma is an international company that collects and fractionates blood plasma to produce and distribute plasma-derived therapeutic products for use in treating and preventing serious diseases, disorders and conditions such as hemophilia, primary immune system deficiencies and Rh-sensitization.

Kedrion acts as a bridge between donors and the people who need treatments, and works on a global scale to expand patients' access to available treatments.

Additional information about Kedrion Biopharma can be found at [kedrion.com](http://kedrion.com)

IPOPI contact: Magda Lourenço, Communications Project Manager, [info@ipopi.org](mailto:info@ipopi.org)

Kedrion Biopharma contact: Lisa Nordio, External Relations Coordinator, [l.nordio@kedrion.com](mailto:l.nordio@kedrion.com)