

Press release

WEFRA LIFE invests in MediCade:

A unique digital platform for medical cannabis therapy in Germany

- MediCade is driving a next generation ecosystem that will promote Healthcare Experience design in Germany, both in the short and long term with an initial focus on medical cannabis treatment for pain relief.
- Together with partners, WEFRA LIFE - Germany's top Healthcare Communications agency -is behind the initial investment and concept, aiming to satisfy many of the unmet needs of key stakeholders in the medical cannabis market.
- The first medical technology partner in the MediCade ecosystem is the established Israeli company Sadé Biotech.

Neu-Isenburg, Tuesday, 24 January 2023:

"We wanted to create something new that holistically encompasses the medical cannabis market and engages all the key players," is how Fabian Moritz, one of the founders of [MediCade](#), describes the vision in 2019. Together with professional venture builders and experts from the WEFRA LIFE INNOVATION HUB, MediCade has grown, and evolved in recent years. MediCade is a broad ecosystem that drives best-in-class cannabis therapy for patients in Germany, enabled by technology - and liberated by human centric healthcare experience design. The company Sadé Biotech has been secured as the exclusive partner for the German market for this first step. It has already successfully established itself in Israel with its technological solution [ASAYA](#)TM MediCade will enable personalized treatment for patients through the platform, which can be easily monitored by physicians and supported by continuously updated therapy data from many other users.

MediCade follows an evidence-based approach based on AI and machine learning.

The ecosystem offers a 'platform of choice' for those seeking the latest research, guidance and clarity on the topic of medical cannabis, for all stakeholders. MediCade is data-driven and uses artificial intelligence (AI) and machine learning to make continuously updated therapy recommendations. This 'best-in-class' approach satisfies the immediate needs of Patients, Doctors and Pharmacies, and will inevitably drive a change in perception among insurers and regulators in Germany.

Crucially MediCade follows an "evidence-based approach" to increase the level of precision in tailoring therapies to individual needs. For the validation of both the research evidence and the output recommendations, WEFRA LIFE has established a medical advisory board under the leadership of Prof. Dr. med. Volker Limmroth. This independent body consists of ten internationally recognized medical specialists who professionally support MediCade.

Value creation within the ecosystem for all stakeholders

"With MediCade, all stakeholders/actors in the value chain will benefit in the future: patients, doctors, pharmacies, pharmaceutical and healthcare companies, medical wholesale companies, health insurance companies as well as researchers and regulatory authorities," says Matthias Haack, CEO of WEFRA LIFE and founder of MediCade. "An important step is currently the adaptation of ASAYA™ from Sadé Biotech for the German market. Other partners will follow."

Complementing this, Fabian Moritz adds: "MediCade is a transformative ecosystem for ambitious investors in next-generation healthcare. It will play a fundamental role in orchestrating next-generation healthcare experiences, starting with medical cannabis. Patients are at the core and trust is the currency."

Interested doctors, pharmacies, partner companies from pharma and health, as well as founders and investors can find out more at <http://www.medicade.health/> or get in touch directly via info@medicade.health.

(3,658 t. w. LZ)

Press photos

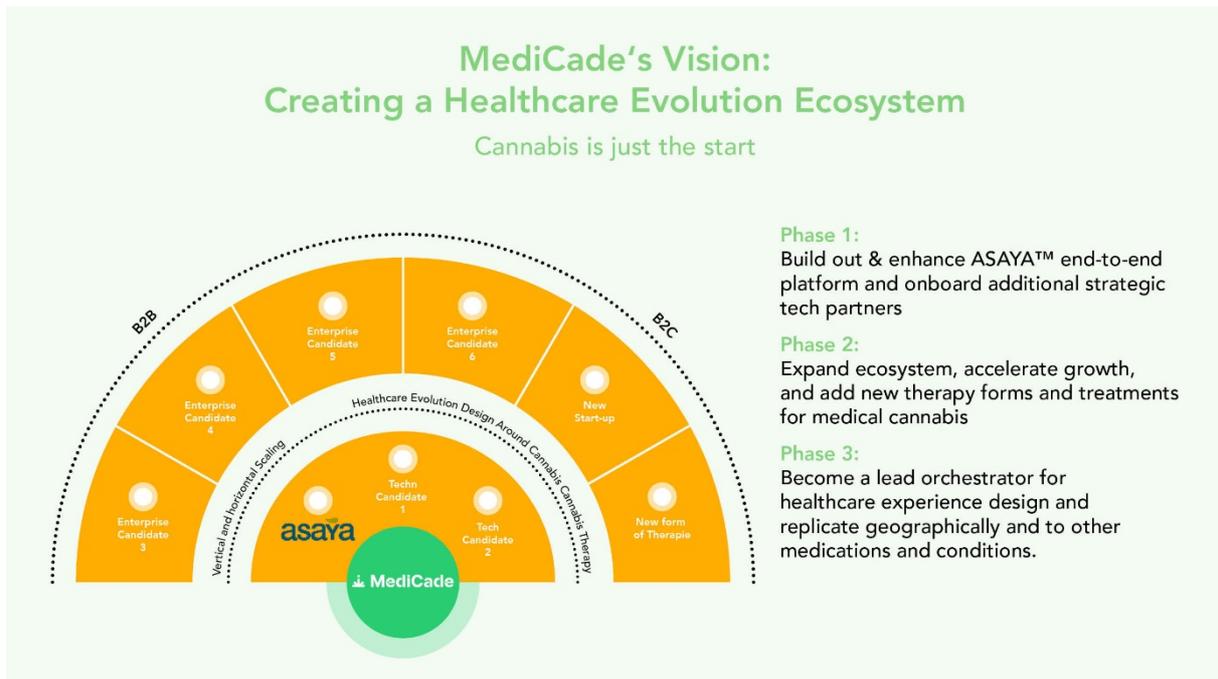


Fig. 1: MediCade is a transformative eco-system for ambitious investors in next generation healthcare.

Contact:

Matthias Haack
Geschäftsführender Gesellschafter
WEFRA LIFE INNOVATION HUB GmbH
Tel. +49 (0)69 695008-62
mh@wefra.life

K. Niklas Kurz
Geschäftsführung
WEFRA LIFE INNOVATION HUB GmbH
Tel. +49 (0)69 695008-12
knk@wefra.life
Mitteldicker Weg 1 – WEFRA Haus
63263 Neu-Isenburg – OT Zeppelinheim
www.wefra.life

About WEFRA LIFE GROUP

We are the health makers - that is the philosophy of WEFRA LIFE. Around 165 communication specialists in the subsidiaries WEFRA LIFE MEDIA, WEFRA LIFE MEDIAPLUS, WEFRA LIFE MEDIAPLUS 2, WEFRA LIFE INTERNATIONAL, WEFRA LIFE SOLUTIONS, WEFRA LIFE VENTURES and the digital strategy consultancy ratyonal, actively shape the healthcare market. Integrated and agile, they create customer-centric tailored data- and insight-based solutions for increasingly complex challenges. The innovative heart of the visionary services, product ideas and platforms is the WEFRA LIFE INNOVATION HUB.