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News Release

Bayer extends portfolio with new digital therapeutic option

Bayer acquires HiDoc Technologies and Cara Care® app for irritable bowel syndrome

- Bayer plans to acquire HiDoc Technologies and commercialize the digital health application Cara Care® in Spring 2025
 - Digital health application for irritable bowel syndrome: Cara Care®, a digital, evidence-based and guideline-compliant therapeutic option for irritable bowel syndrome, consolidates therapeutic modules in a setting that patients can define for themselves¹⁻³
 - Guideline for irritable bowel syndrome recommends multimodal, holistic therapeutic concept, for example with pharmacological treatment such as plant-based pharmaceuticals, dietary recommendations and psychological components⁴
 - Acquisition will empower Bayer with essential capabilities, setting new standards for digital therapeutics, and significantly enhance its portfolio. It underscores Bayer's commitment to digital solutions which will transform personalized and effective healthcare options
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Leverkusen, December 11, 2024 – Bayer is today announcing that it plans to acquire HiDoc Technologies GmbH in the first quarter of 2025 and to start commercialization of the digital health application, Cara Care®. Cara Care® is the first prescribed digital health application for the treatment of irritable bowel syndrome (IBS) and offers a novel, holistic therapeutic approach for patients with IBS.¹

Patients with irritable bowel syndrome have generally already been through a lot by the time they receive a formal diagnosis, and they face numerous daily challenges and obstacles associated with their symptoms that impair their quality of life. To be able to provide patients with a personalized, independent concept of supplementary guideline-compliant therapeutic offerings in addition to medical treatment and pharmacological

therapy, Bayer has acquired HiDoc Technologies GmbH and taken over the commercialization of its digital health application Cara Care®. Thanks to its personalized modules, patients learn to understand their condition better, as well as getting better control over the symptoms and achieving an improved quality of life.

Cara Care®: guideline-compliant personalized therapy

Irritable bowel syndrome affects approximately 11.1 percent of the population in Germany and represents a considerable burden for these patients.⁵ Treatment is often difficult, as the underlying pathophysiology is complex, and symptom patterns and severities vary from patient to patient.⁴ In addition to pharmacological therapy, such as treatment with plant-based pharmaceuticals such as Iberogast®, the current German S3 guideline recommends a multimodal and multidisciplinary therapeutic model comprising additional components, such as psychology and dietary recommendations.⁴

Cara Care® is the first prescribed digital health application for irritable bowel syndrome and offers patients with IBS a novel, holistic approach.¹ The app integrates multidisciplinary approaches for the treatment of gastrointestinal symptoms such as stomach and irregular bowel movements. Based on the recommendations of the S3 guideline, apps like Cara Care® provide an educational model with information on the disease and evidence-based support in the non-pharmaceutical therapeutic areas of diet and psychotherapeutic options, along with support for sufferers in the form of personalized therapy plans.¹⁻⁴

Support for patients with irritable bowel syndrome

The digital health application Cara Care® represents a valuable addition to healthcare professionals' (HCPs) repertoire for treating irritable bowel syndrome. Cara Care® features integrated "Diet" and "Psychology" elements in a biopsychosocial model to enable comprehensive care of IBS sufferers. Patients can undergo the treatment autonomously and receive targeted support, thus increasing their competency in living with their condition. The prescription app is budget-neutral and does not require additional payment for patients.

"The Cara Care digital health app is another important therapeutic component that enables physicians to provide sustainable, guideline-compliant care for their patients,"

explains Linda Obermeyr, Senior HCP Marketing Manager at Bayer Vital. “We are confident that with the digital support of the Cara Care app, patients will be able to expand their own understanding and modify their behavior to find effective relief from the symptoms of IBS and return to a markedly higher quality of life.”

For patients, Cara Care® offers an individualized, tailor-made, evidence-based therapy based on medical questionnaires and enabling a personalized modular setup. Additional features like tracking and personalized recipe ideas help patients with their therapy. What’s more, the digital health application also addresses psychological co-morbidities such as anxiety and depression, which often cannot be taken into consideration in everyday clinical practice. Treatment with Cara Care® is time- and location-neutral, and represents a valuable addition, or follow-up, to existing therapies. It also helps patients cope with disease-related challenges in daily life.

“We saw an opportunity to combine a strong, scientifically sound app with our many years of experience in the field of gastroenterology, and in this way to create added value for patients. We will work to make sure that this digital health application becomes even more user-friendly and instructive through training sessions, test accounts, videos and dialogs with Bayer’s field force,” explains Tobias Boldt, Cluster Head Germany & Austria Consumer Health, Bayer Vital.

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“IBS is common and highly disruptive to sufferers, but its complexity means that many patients struggle to understand the condition, risk factors and preventive measures,” explains David Evendon-Challis, Head of R&D and Strategic Marketing & Digital for Bayer’s Consumer Health Division. “This latest milestone in our precision health strategy means that we will be able to offer a digital tool to help them understand, manage and treat their IBS better. It will also give them greater control over the condition by facilitating conversations with their HCP.”

The planned strategic acquisition of HiDoc Technologies expands Bayer’s portfolio in the field of digital healthcare and extends the company’s engagement in the area of self-medication. “Many people are looking for ways to become more self-reliant, and that applies to the area of healthcare as well. Digital health applications are a good way of providing holistic, sustainable therapeutic approaches. This was always our goal for Cara

Care and it is also perfectly in line with Bayer's vision of 'Health for all, Hunger for none'," said Jim Mapes, the CEO of HiDoc Technologies.

Bibliography:

* Digital health applications are innovative, medical apps that help patients recognize, monitor and treat diseases.¹⁻³ They are reviewed by the German Federal Institute for Drugs and Medical Devices (BfArM) and registered as medical devices (permanently listed in accordance with the Digital Health Application Ordinance) to ensure that they are safe and effective.

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About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. In line with its mission, "Health for all, Hunger for none," the company's products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2023, the Group employed around 100,000 people and had sales of 47.6 billion euros. R&D expenses before special items amounted to 5.8 billion euros. For more information, go to www.bayer.com.

Bayer Vital GmbH is responsible for marketing the medicinal products of the Consumer Health and Pharmaceuticals divisions in Germany. For more information (in German) on Bayer Vital GmbH, go to: www.gesundheit.bayer.de

About HiDoc Technologies GmbH and Cara Care

HiDoc Technologies GmbH is an innovative digital health company based in Hamburg,

Germany, specializing in the development and provision of digital health solutions. As a pioneer in the field of digital health applications, HiDoc developed Cara Care for irritable bowel syndrome, the first and currently only approved digital health application for this condition in Germany.

The company combines current technology with scientifically-based therapy to offer patients with chronic complaints such as irritable bowel syndrome a customized and flexible treatment option. HiDoc Technologies GmbH's vision is to provide people worldwide with access to holistic digital therapy approaches, thereby sustainably improving healthcare. For more information, please visit: www.cara.care.

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