

## **Carcinoid Cancer Foundation and Self Care Catalysts Inc. to Provide a Free Digital Patient Support Application for Carcinoid and Neuroendocrine Tumor (NET) Patients, Sponsored in Part by Ipsen Biopharmaceuticals, Inc.**

*Carcinoid NETs Health Storylines™ app allows patients to proactively track their disease*

**BASKING RIDGE, NJ, April 6, 2016** - Ipsen Biopharmaceuticals, Inc., an affiliate of Ipsen (Euronext: IPN; ADR: IPSEY) today announced the introduction of a digital patient support solution known as the Carcinoid NETs Health Storylines™ mobile and web application, created for the Carcinoid Cancer Foundation by Self Care Catalysts Inc. This free app is designed to empower, engage, educate and motivate carcinoid and NET patients who are newly-diagnosed or undergoing treatment or surveillance to take control of their disease.

“At Ipsen, we strive to improve the lives of patients by providing innovative solutions for the daily challenges of their conditions,” said Cynthia Schwalm, President and Chief Executive Officer, Ipsen. “We are committed to empowering individuals with rare diseases by providing meaningful and necessary patient support, awareness and education so they are better equipped to manage their healthcare needs.”

Grace Goldstein, Chief Operating Officer, Carcinoid Cancer Foundation, said, “We are thrilled that this tool will address patient needs in the carcinoid and NET communities and keep patients informed about their personal health journeys. It is important that patients have an easy and immediate way to track the course of their disease and access information about it so that they are able to better communicate with their doctors and manage their health.”

The Carcinoid NETs Health Storylines app is powered by the Health Storylines™ platform from Self Care Catalysts, a patient intelligence and solutions company. The app, which was created in partnership with the Carcinoid Cancer Foundation, makes it easy for patients to proactively track their symptoms, moods, food intake and reactions. It also allows patients to receive reminders about when to take their medications, which may help improve treatment adherence and health outcomes. When patients track their condition daily, the app creates a summary of their health called “My Storylines”, which enables them to be more informed about their condition and to have a more productive conversation with their healthcare team. The app is now available for free download on [Apple App Store™](#) and on [Google Play™](#) in the USA and Canada. [Click here](#) for more information about Carcinoid NETs Health Storylines, including access to the web version.

“My initial diagnosis was very overwhelming, and the Internet was the first place I looked for information about my condition,” said Judy Golz, a carcinoid patient. “The Carcinoid NETs Health Storylines app helps me organize my thoughts and allows me to have important information, such as my latest symptoms and reactions, accessible at all times.”

Patients can also use the app to access important resources about medications that are critical to managing their conditions. Sponsored in part by Ipsen, Carcinoid NETs Health Storylines app informs patients about IPSEN CARES™ (Coverage, Access, Reimbursement, & Education Support), which provides a broad range of medical, educational, logistical and coverage

information regarding medications indicated for the treatment of pancreatic and gastrointestinal neuroendocrine tumors.

“Self-care outside of the clinical setting is one of the most important trends in healthcare today,” Self Care Catalysts CEO Grace Soyao said in a statement. “This also leads to the emergence of the new digitally connected patient. This presents a moment of opportunity for pharmaceutical companies to engage with patients through digital support solutions that are created specifically to meet the patients’ needs.”

### **About Carcinoid Cancer Foundation**

The Carcinoid Cancer Foundation is the oldest nonprofit carcinoid and related neuroendocrine tumor organization in the United States, founded in 1968. The mission of the foundation is to raise awareness and educate the general public, patients, and the healthcare community about these rare diseases; to support NET cancer patients and their loved ones; and to serve as patient advocates. For more information, visit [www.carcinoid.org](http://www.carcinoid.org).

### **About Ipsen**

Ipsen is a global specialty-driven pharmaceutical company with total sales exceeding EUR1.4 billion in 2015. One of the leading affiliates is Ipsen Biopharmaceuticals, Inc., the North American arm of Ipsen, headquartered in Basking Ridge, NJ. Ipsen's ambition is to become a leader in specialty healthcare solutions for targeted debilitating diseases. Its development strategy is supported by 3 franchises: neurology, endocrinology and uro-oncology. Moreover, the Group has an active policy of partnerships. Ipsen's R&D is focused on its innovative and differentiated technological platforms, peptides and toxins. In 2015, R&D expenditure totaled close to EUR193 million. Moreover, Ipsen also has a significant presence in primary care. The Group has close to 4,600 employees worldwide. Ipsen's shares are traded on segment A of Euronext Paris (stock code: IPN, ISIN code: FR0010259150) and eligible to the "Service de Règlement Différé" ("SRD"). The Group is part of the SBF 120 index. Ipsen has implemented a Sponsored Level I American Depositary Receipt (ADR) program, which trade on the over-the-counter market in the United States under the symbol IPSEY. For more information, visit [www.ipsen.com](http://www.ipsen.com).

### **About Ipsen CARES**

IPSEN CARES™ (Coverage, Access, Reimbursement, & Education Support) is dedicated to ensuring patients, providers and caregivers have the resources needed to help access the Ipsen medications that are critical to managing their conditions. IPSEN CARES™ is staffed Monday to Friday by experts who can assist with a broad range of medical, educational, logistical and coverage information regarding Ipsen products. Involving the entire treatment team that surrounds patients on a daily basis, IPSEN CARES™ can provide benefits verification (research of a patient’s medical or pharmacy benefit insurance coverage); prior authorization information; a patient assistance program (free medications for eligible uninsured patients); co-pay assistance programs; billing and coding support; and coordination with specialty pharmacies. Additional information is also available by visiting <http://www.ipsencares.com>.

### **About Self Care Catalysts**

Self Care Catalysts is a patient solutions, intelligence and analytics company that enables healthcare innovation. They are committed to advocating for patients and consumers when it comes to healthcare decisions. Their mission is to build innovative, patient-centered, and technology-driven self-care solutions that complement medical modalities that will enable patients to continue managing their care outside of the clinical setting. The Self Care Catalysts product and service portfolio are designed to provide patient-centric solutions, real world

evidence, intelligence and insights to support business decisions across the pharmaceutical product lifecycle. The Carcinoid NETs Health Storylines™ application is powered by Self Care Catalysts' Health Storylines™ platform, a customizable patient communication and support solution which captures real world, real time behavioral intelligence and insights. For more information, visit [www.selfcarecatalysts.com](http://www.selfcarecatalysts.com).

**For further information:**

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