

Smart pillbox developer introduces first commercial product

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The Fellow is a smart pillbox designed to help people keep track of the medicine.

A Philadelphia medical technology company called Fellow, which previously operated as TowerView Health, has launched its first direct-to-consumer product.

The 4-year-old company's retail product, the Fellow Pillbox, is a tech-enabled medication container that helps people better manage their medications. It can detect when medications are taken or not taken and send customized reminders to patients — and family members or caregivers — members via light, sound,

text, call, or email. The pillbox also comes with an online dashboard where members can see medications removed in real-time.

In addition, customers get access to a health assistant who can help them customize their Fellow Pillbox. It can set up alerts, answer questions, and prepare patients for upcoming medical appointments.

“We saw an opportunity to use our technology to help families have peace of mind,” said [Rahul Jain](#), Fellow's co-founder and CEO. “The pillbox and online dashboard make it easy for family members to keep in touch, and organized about medications, by creating reassurance without taking away members' independence. One of our primary goals is to make medication-taking and staying in the loop easier on the whole family.”

Studies show that as many as 50 percent of patients don't take their medications as directed.

The Fellow Pillbox cost \$249.99 upfront along with a monthly fee for the alerts and health assistant services. Customer can opt for an annual billing, which works out to \$14.99 per month, or monthly billing at \$19.99 per month.

Fellow has received financial support from the investment arms of Independence Blue Cross, Penn Medicine and Philadelphia College of Osteopathic Medicine (PCOM).

According to documents filed with the Securities and Exchange Commission, Fellow raised \$6.7 million in an equity financing at the start of this year.

While operating as TowerView Health, Fellow was a part of the 2014 DreamIt Health Philadelphia class, a startup accelerator program launched by Penn Medicine, Independence and DreamIt Ventures.

“We believe it’s critical to facilitate the growth of companies, like Fellow, [that] can deliver novel solutions that make a meaningful difference in the lives of the populations we serve, said Roy Rosin, chief innovation officer at Penn Medicine.

[Terry Booker](#), vice president for corporate development and innovation at Independence, said he was excited to see the progress Fellow has made. “Medication adherence is a serious issue,” Booker said, “and Fellow’s pillbox addresses it by offering a simple-to-use concept that enables patients to better manage their medications and for caregivers to rest easy knowing that their relatives and loved ones can live independently.”

[Dean Miller](#), fund manager of the Primary Care Innovation Fund at PCOM, said the medical school looks for investment opportunities that stimulate innovation and entrepreneurship in the health care field. “Our investment in Fellow underscores PCOM’s commitment to improving the well-being of the community through disease prevention and wellness maintenance,” Miller said.

[Emily Cerciello](#), director of operations at Fellow, said the company launched online sales of its smart pillbox a few weeks ago and is also working with Independence Blue Cross, Penn Medicine, and PCOM on marketing the device to their employees and members.

As for the company name change, Cerciello said, “We’ve rebranded from TowerView Health to Fellow to create a more friendly, accessible, and memorable brand. The name itself brings to the forefront the importance of having someone, a ‘fellow’ you can depend on when it comes to you or your loved one’s medications and health management.



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