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## **Mylan EPD in Canada Launches MyFreshStart™ for Patients Taking MAVIK®**

*- Digital program available to patients through participating pharmacies seeks to increase medication adherence -*

TORONTO, Nov. 23, 2015 /CNW/ -- Mylan EPD in Canada - a subsidiary of one of the world's leading pharmaceutical companies, Mylan N.V. (NASDAQ, TASE: MYL) - today announced the launch of MyFreshStart™ for patients taking MAVIK® an innovative, digital medication adherence and engagement program for patients who have been prescribed MAVIK® (trandolapril) in Canada\*.

The MyFreshStart™ program, offered to patients through participating pharmacies, provides tools to help increase compliant behaviors such as maintaining prescription refills and taking MAVIK® as prescribed.

Head of Mylan EPD in Canada Barry Hayter commented: "We're excited to announce the launch of MyFreshStart™ for pharmacists and their patients. We know that nonadherence negatively impacts health outcomes, and we believe this program provides pharmacists with a meaningful platform to discuss the importance of compliance with their patients. This new resource reinforces Mylan's commitment to expand access to high quality medicine as we innovate to meet unmet needs."

Developed with support from U.S.-based [HealthPrize Technologies, LLC](#), MyFreshStart™ seeks to educate patients about hypertension (high blood pressure) and how they can better manage it through engaging activities such as quizzes, daily fortunes, leaderboards and sweepstakes. Once enrolled in MyFreshStart™ through a participating pharmacy, patients can access the platform to begin earning points that can be redeemed for health-related items.

Mylan EPD is offering MyFreshStart™ at no cost to pharmacies, which serve as the primary provider of patient enrollment for the program, and looks forward to continue partnering with pharmacists as key drivers of patient engagement and empowerment. Pharmacists with questions can contact Mylan's Customer Service at 1-844-596-9526.

Mylan N.V. is a global pharmaceutical company committed to setting new standards in healthcare. Working together around the world to provide 7 billion people access to high quality medicine, we innovate to satisfy unmet needs; make reliability and service excellence a habit; do what's right, not what's easy; and impact the future through passionate global leadership. We offer a growing portfolio of around 1,400 generic pharmaceuticals and several brand medications. In addition, we offer a wide range of antiretroviral therapies, upon which nearly 50% of HIV/AIDS patients in developing countries depend. We also operate one of the largest active pharmaceutical ingredient manufacturers and currently market products in about 145 countries and territories. Our workforce of approximately 30,000 people is dedicated to creating better health for a better world, one person at a time. Learn more at [mylan.com](#) and mylan.ca.

\*MyFreshStart is not currently available in Quebec.

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