

Versus Systems Inc.

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Versus Systems partners with Predictmedix to bring its proprietary rewards platform to healthcare

Versus Systems Inc (CSE:VS) (OTCQB:VRSSF) has signed an agreement with Predictmedix Inc (CSE:PMED) (OTCQB:PMEDF), a medical software company that integrates artificial intelligence (AI) into healthcare testing technology.

In a statement Wednesday, Versus said the agreement brings its proprietary rewards platform to the healthcare vertical -- allowing healthcare providers, Contract Research Organizations (CROs), and life science companies to use rewards to recruit and retain a broader range of patients, and to promote compliance in testing medical therapies.

These products, for use primarily by CROs, academic medical centers and those in the clinical trials markets, will enter a market that Fortune Business Insights estimates at US\$40 billion annually, the company added.

READ: Versus Systems taps New York Media veteran David Spiegel to its advisory board

Predictmedix will use Versus' patented rewards and engagement engine to incentivize users and patients to take steps in their treatment. In the case of clinical trials, this may include rewarding patients for joining certain trials, as well as for complying with trial protocols.

According to Deloitte, recruiting, retention, and compliance are central issues in the clinical trial space with over 40% of patients not adhering to trial protocols. Versus said its intellectual property allows for remote data collection, real-time feedback, and a rewards-based engagement that could change patient behaviors and outcomes - saving time and money, and also improving healthcare outcomes by providing more complete trial data.

Versus' promotions engine allows game publishers and developers to offer players in-game and in-app prizes across mobile, console, PC games, and streaming media. Brands pay to place products in-game and gamers compete for those prizes.

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Price: 0.47

Market Cap: \$69.31 m

1 Year Share Price Graph



Share Information

Code: VS

Listing: CSE

52 week High Low
0.53 0.175

Sector: Software & services

Website: www.versussystems.com

Company Synopsis:

Versus Systems is a proprietary in-game prize promotion and advertising technology that allows consumers to win branded prizes just for playing the games and watching the videos they already love.

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