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PRESS RELEASE

FIERCE HEALTHCARE INNOVATION AWARD WINNER

Nucleotrace named a *Fierce Healthcare* Innovation Awards Winner in the Population Health Management/Patient Engagement Solutions Category for our [p2FAConnect platform](#).

Melbourne, Australia, December 5, 2024 – Nucleotrace today announces it was named a [Fierce Healthcare Innovation Awards](#) winner in the Population Health Management/Patient Engagement Solutions category. The program showcases outstanding innovation that is driving improvements and transforming the industry.

“p2FAConnect is a simple, inexpensive, and scalable solution that potentially solves a lot of significant challenges including product security, patient engagement, and data sharing – all of which are needed to deliver safer and better patient outcomes, globally” says Nick Owen, CEO and Founder of Nucleotrace. “It promises to deliver the same step change in security for pharmaceuticals as conventional 2FA did for transactions online.”

About the winning innovation

p2FAConnect is the first two-factor authentication platform for physical products. It is a simple, inexpensive, and scalable solution that drives patient engagement, facilitates personalised data sharing, and offers a step change in product security. It may be implemented as a stand-alone solution, or complementary to product serialisation.

Counterfeit and substandard pharmaceuticals are estimated to cause one million deaths and cost the industry USD 431 billion each year. Product serialisation has been implemented in some developed countries to address this problem but is not a practical solution in low- and middle-income countries where drug counterfeiting is widespread. In response, Nucleotrace is developing p2FAConnect, the first two-factor authentication platform for physical products. The key technical innovation at the core of p2FAConnect are inexpensive and scalable ink-jet printable auto-decommissioning identifier (ADI) codes. These codes offer the security of serialisation but without the complexity or cost – and crucially do not require customer engagement to be effective, although it is incentivised.

p2FAConnect is not just a platform for product security - it is also an important channel for patient engagement and, ultimately, for delivering the best personalised healthcare outcomes, globally. By simply scanning a p2FA code, p2FAConnect acts as central node for patient data integration and interoperability. Our platform also provides a low-latency channel of communication between manufacturers, insurers, providers, payers, and includes direct-to-customer product recall notifications, diversion alerts, adverse events reporting and updated product information. In this way, p2FAConnect leverages the ‘free’ customer workforce for product security and provides an important channel for customer engagement and information sharing.

“The Innovation Awards winners showcase the organizations that have demonstrated innovative solutions that have the greatest potential to save money, engage patients or revolutionize the healthcare industry,” says Rebecca Willumson, SVP and Publisher of Fierce Biotech and Fierce Pharma. “We are very pleased to congratulate the winners on their accomplishments.”

The expert panel of judges reviewed the hundreds of awards submissions and determined which companies demonstrated innovative technologies and services that have the potential to make the greatest impact for biotech and pharma companies.

NucleoTrace

www.nucleoTrace.tech
[p2FAConnect explainer](#)

About Fierce Healthcare

Fierce Healthcare delivers healthcare news at the intersection of business and policy. Our journalists strive to bring our readers breaking industry news, exclusive interviews and thoughtfully-reported stories that offer a deeper insight on how changes in the industry impact their corner of the healthcare world. Our family includes *Fierce Healthcare*, *Fierce Health Payer*, *Fierce Health IT*, *Fierce Hospitals*, *Fierce Practice Management* and *Fierce Health Finance*. [Click here](#) to subscribe to one or all of our newsletters.

About Questex

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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