



9 March 2020

### **BIG LITTLE GOALS**

The old proverb says that "if you take care of the cents and the dollars take care of themselves."

The wise (but apparently complacent) sages who thought up this proverb clearly never experienced the pressure of fundraising for rare disease groups!

I think the maxim applies much better to Time Management. "Take care of the minutes and the hours will take care of themselves." That's a philosophy I can get behind and it's certainly the philosophy over at Perx.

Perx have done tremendous work for CFA since we began our partnership back in 2018. They are a time management App that specifically caters to those managing ongoing illness and the medicine, treatment, diet and exercise regimes that come with that.

Many ongoing illnesses require complex health routines but anyone in our community will tell you that cystic fibrosis (CF) absolutely takes the cake. That's why Cystic Fibrosis Australia supports Perx with a steady stream of prizes and incentives for CF people using the platform.

We know that people with CF can really benefit from Perx as a service.

But Perx is not just about organisation, it's about engagement. Perx keeps you on task and ready to go with incremental goals and detailed feedback on your progress. Perx is designed around deep principles of Behavioural Economics to make you feel motivated about your health plan.

Our constituents who use the App report improved adherence to their medical regimes and improved motivation. Plus they love the prizes!

With a growing user base and an expanding set of in-App functions (not to mention a fantastic line up of CFA prizes) Perx is a must-have digital butler for CF Australians.

March prizes include an Ultra Pure Steam Inhaler and 30 nebulisers plus many retail vouchers. <https://perxhealth.app.link/xCbKVnxbsR>

Kind regards

Nettie Burke

CEO

Cystic Fibrosis Australia