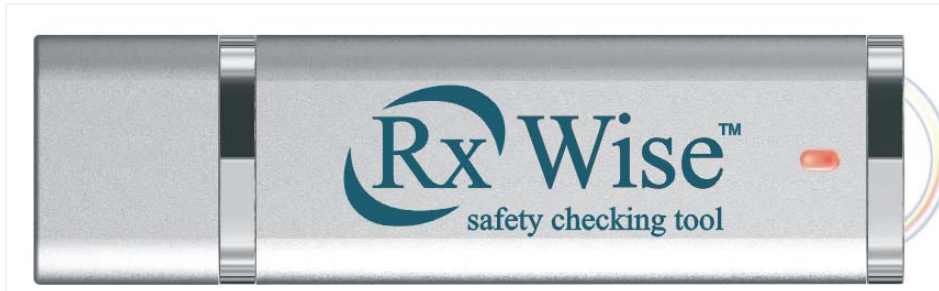


Medication Safety Checking System



A Problem Too Important to Ignore

- Over 2 MILLION serious Adverse Drug Reactions (ADRs) yearly
- 100,000 DEATHS yearly
- ADRs 4th leading cause of death ahead of pulmonary disease, diabetes, AIDS, pneumonia, accidents and automobile deaths
- Between 7–30% of ALL Hospital Admissions are caused by the Side Effects of Drugs
- Nursing home patients ADR rate— 350,000 yearly

Costs Associated with ADRs

- \$136B yearly
- Greater than total costs of cardiovascular or diabetic care
- ADRs cause 1 out of 5 injuries or deaths per year to hospitalized patients
- Mean length of hospital stay, cost and mortality for ADR patients are **DOUBLE** that for non-ADR patients

Why Are There So Many ADRs?

- Two-thirds of patient visits result in a prescription
- 2.8B outpatient prescriptions (10 per person in the United States) filled in 2000
- ADRs increase exponentially with 4 or more medications
- Over-the-counter and herbal medicines are significant contributors to ADR risk

Designed by the Country's Leading ADR Avoidance Team

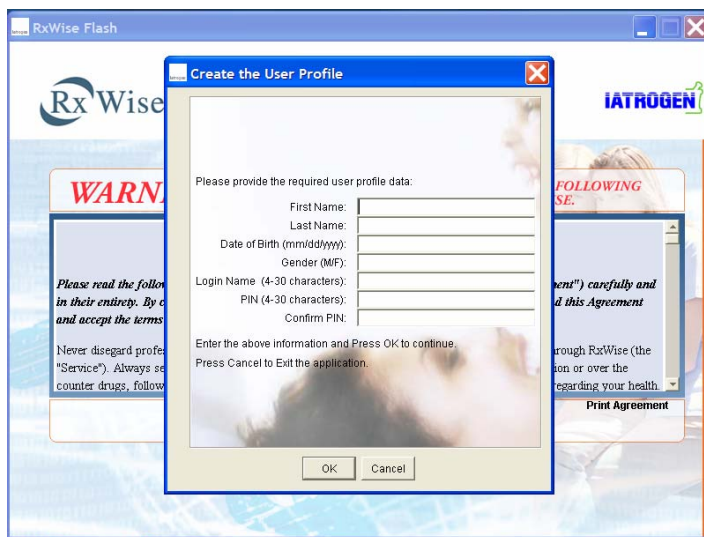
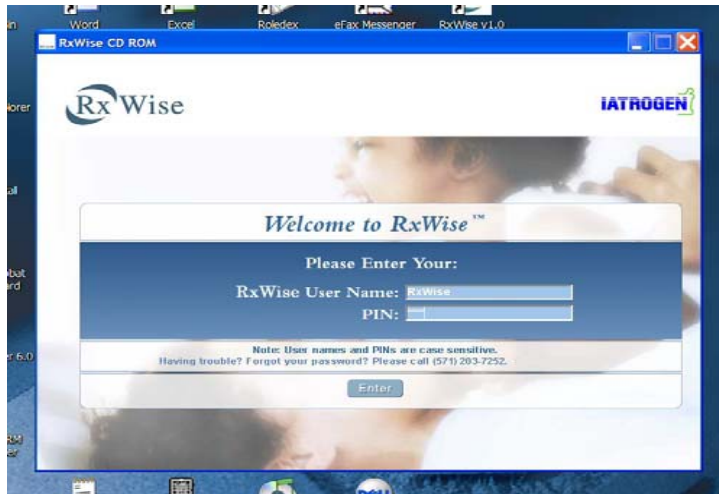
- Over 30 years experience developing ADR avoidance technology
- 20 MILLION patients have been protected by our technologies
- Our design team won the Smithsonian Award for best Information Technology in Medicine for its ADR avoidance system and which is now a permanent part of the IT archive of Museum of American History
- We built and operated ADR avoidance/detection systems for
 - Over a dozen State Health Systems
 - US Food and Drug Administration
 - Department of Defense
 - Veterans Administration
 - Large employer groups (Ford, Chrysler, GM, Goodyear, Boeing,)
 - Several Blue Cross Blue Shield plans
 - British National Health Service

A POWERFUL TECHNOLOGY TO EMPOWER CONSUMERS TO USE MEDICINES SAFER



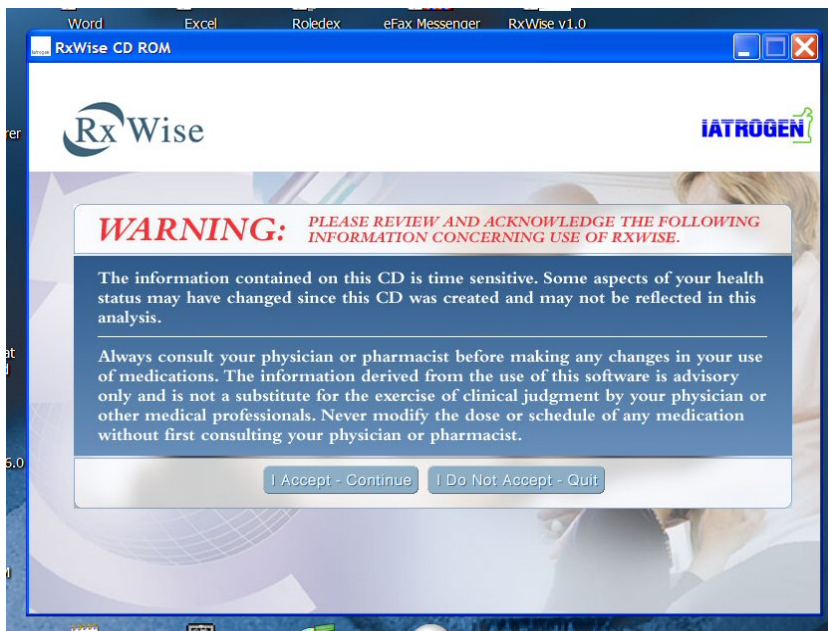
- 6,000 clinical risk assessment rules
- Evaluates most prescription, non-prescription and herbal medicines
- Supports self-reported and/or claims-based medical and medication history
- Checks for drug-drug, drug-disease, herbal and allergy risks
- Generates literature references for all safety messages
- Reports major disease management advisories for chronic diseases
- Produces messages specifically written for healthcare providers
- Messages can be printed or emailed directly to physicians or pharmacists
- Portable, contained on a pocket sized CD ROM USB Flash Drive (2.0) or web-accessible
- On-line updates with the newest medicines and most current risk assessment rules

Medication Risk Assessment Tailored to the Consumer



- Personalized User Name and PIN
- Records Age and Gender parameters
- Stores users' updatable drug, disease and allergy self-reported history
- Optional integration of insurance claims data from MCOs and PBMs

Encourages Physician Dialog



- Discloses time-sensitivity of data and rules content
- Strongly discourages unilateral action
- Promotes dialog with healthcare providers

Intuitive and Simple User Interface

The screenshot shows the 'Medication Selection' screen. It features a navigation bar at the top with options like 'Back', 'Medication Selection', 'Privacy/Security', 'Overview', 'Help', 'Print', 'Save', 'Update', 'About', and 'Quit'. The RxWise logo and IATROGEN logo are present. The main heading is 'Medication Selection' with a sub-heading 'To analyze a new medication, simply choose a medication type and then choose a medication to be analyzed from the pull-down menu below. If you have previously saved your medication profile, your personal medicine cabinet displays the medications you are currently taking.' The interface is divided into three numbered steps: 1. 'Choose a medication type' with radio buttons for 'Non - Prescription or Herbal' (selected) and 'Prescription'. 2. 'Choose a medication' with a dropdown menu and an 'Add' button. 3. 'Continue with RxWise medical record update' with a 'Go' button. On the right, there is a 'My Medicine Cabinet' section with 'Currently taking:' (listing ELAVIL, DIGOXIN, ITRACONAZOLE) and 'Analyzing:' (empty). A note at the bottom states: 'You may remove a new medication from the list by clicking the trash icon (🗑️) next to the item.'

- Simple 3-step process for conducting a safety check
- Medical history is fast to create and update
- Pull down windows for disease, medication, and allergy dictionary selections

The screenshot shows the 'Create or Edit Your Medical Record' screen. It features the same navigation bar and logos as the previous screen. The main heading is 'Create or Edit Your Medical Record' with a sub-heading 'Please enter or update your medical record to reflect your current medications, conditions and medication allergies. Then press the "Perform RxWise™ Analysis" button to proceed.' The interface is divided into three columns: 'Medications', 'Conditions', and 'Allergies'. Each column has a list of items with a trash icon (🗑️) next to them. The 'Medications' list includes ELAVIL, ST. JOHN SWORT, ITRACONAZOLE, and INSULIN ASPART. Below this list is a 'Select Medication Type:' section with radio buttons for 'Non-Prescription or Herbal' and 'Prescription' (selected). The 'Conditions' list includes DIABETES MELLITUS, DEPRESSION, and CONGESTIVE HEART FAILURE. The 'Allergies' list includes ACETAMINOPHEN ALLERGY. Each column has an 'Add' button at the bottom. A 'Perform RxWise Analysis' button is located at the bottom center. A note at the bottom left states: 'You may remove an item by clicking the adjacent TRASH (🗑️) icon.'

Messages Written for the Consumer

RxWise Flash

>Back >Medication Selection >Privacy/Security >Overview >Help >Print >Save >Update >About >Quit

RxWise IATROGEN

MED (Medication Check) Result

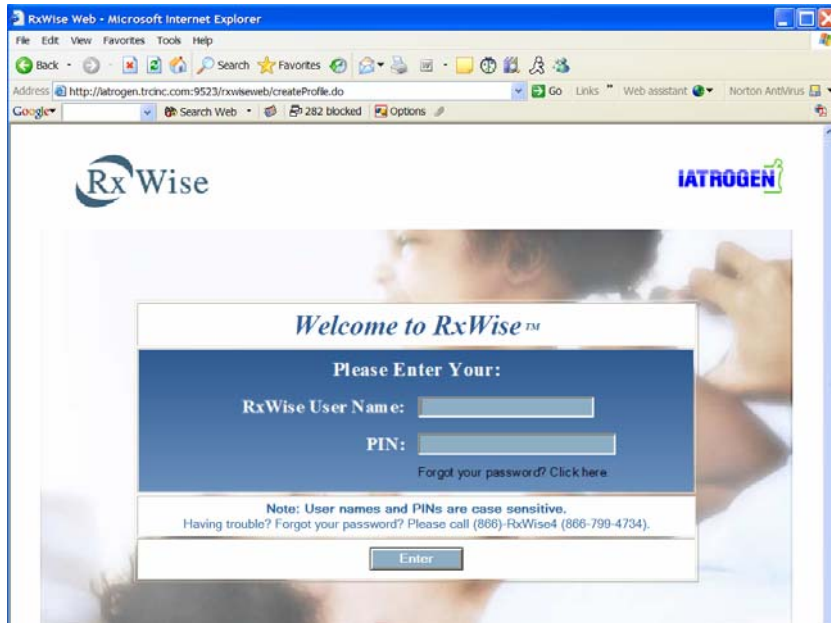
⚠
DIGOXIN, ST. JOHN'S WORT interact and can make digoxin less effective. Avoid using St. John's Wort when you are taking digoxin. Let your health care provider know if you take herbal products, and any and all other medicines. [ID: 681]
Reference: St. John's Wort and Digoxin Monograph. Drug Interaction Facts: Herbal Supplements and Food. Wolters Kluwer Health, Inc., January 2005.

⚠
Be alert for signs of diabetic ketoacidosis when taking INSULIN ASPART. If you have signs of drowsiness, poor vision, acetone breath, nausea, vomiting, belly pain, loss of appetite, thirst, or dry, flushed skin, seek immediate medical attention. Ketoacidosis can be life-threatening. [ID: 6700]
Reference: Manufacturer's Product Information

View **ALLERGY** Result Start a New Analysis >Healthcare Provider Explanation

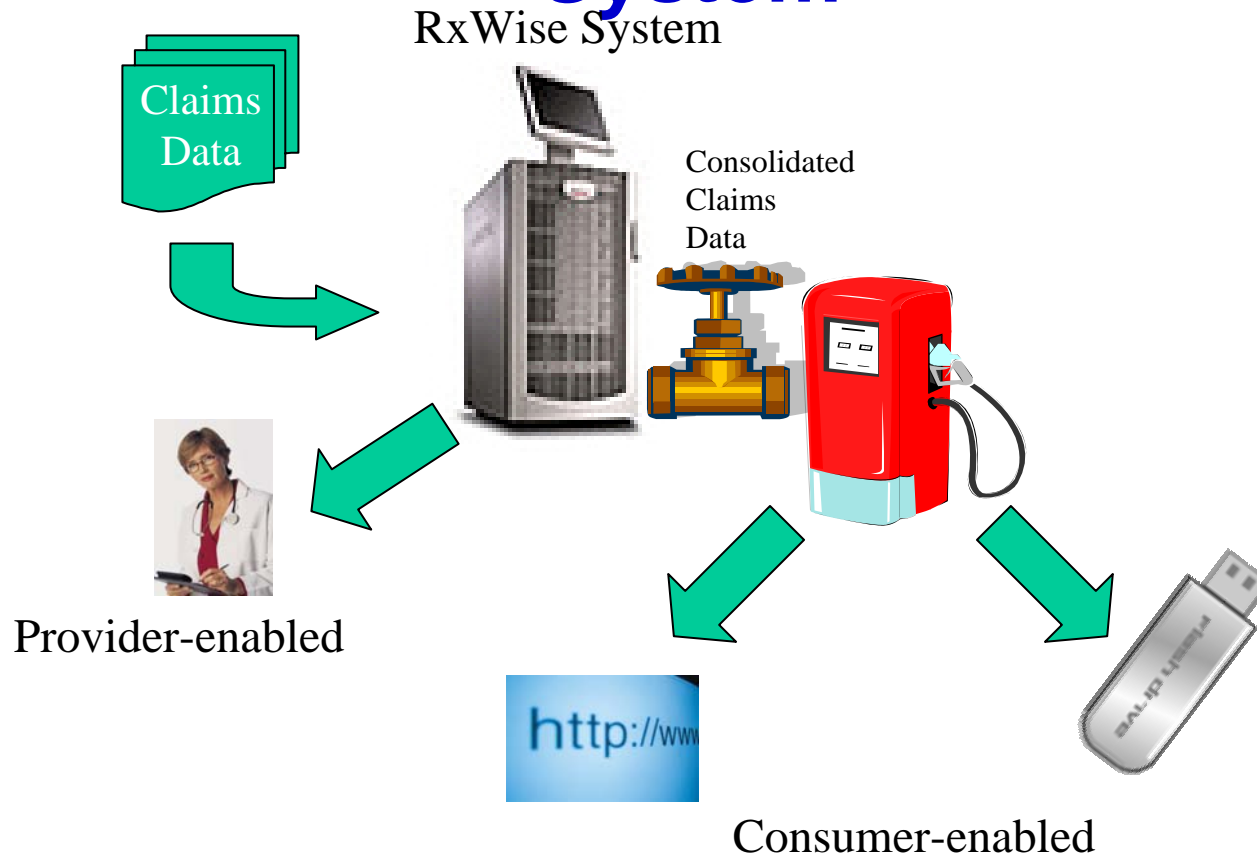
- Potential ADR risk messages
- ADR warning messages
- Disease Management advisories
- Allergy Alerts
- Separate messaging for healthcare providers
- Supports message print, PDF creation and email

Web Enabled Version



- Functionality is identical to the CD/Flash Drive version
- Supports full insurance claim (drug, disease and lab value) integration for MCO and PBM clients
- Enables comprehensive claims-based pre-prescribing DUR for MCO & PBM clients
- 128 bit encryption key-based security
- Site hosted by Peak 10, operation 24/7, backup and redundancy
- Technology maybe hosted on client's own web site

Linking Claims Data to RxWise Medication Safety Checking System



Comprehensive Consumer Support



Web-based support

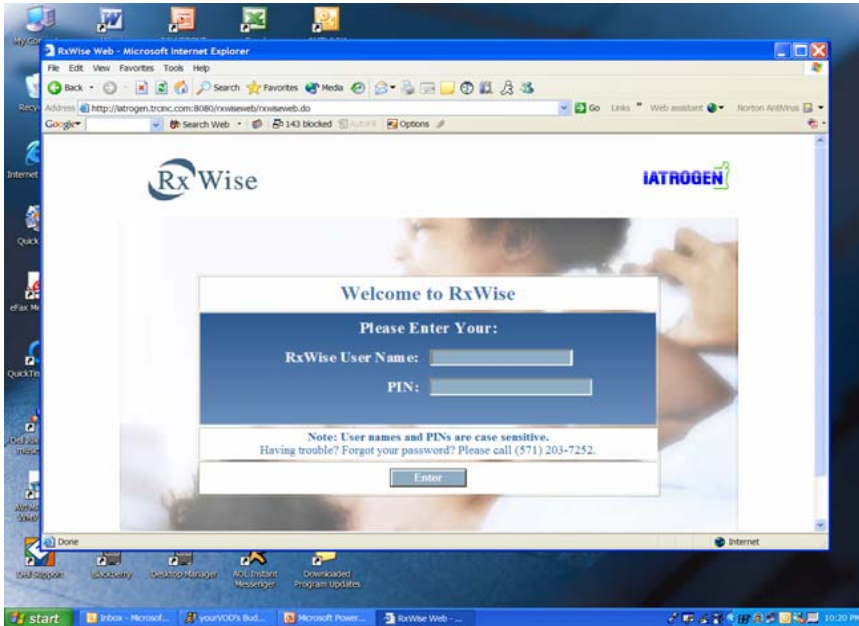
Clearly written collaterals

Phone-based Help Desk



Educational programs

Empowering Consumers To Use Medicines Safersm



Web-based access



USB Flash Drive