



PROVIDE YOUR CUSTOMERS WITH THE BEST MEDICATION-TAKING SOLUTION THERE IS. THEY'LL RETURN THE FAVOR.

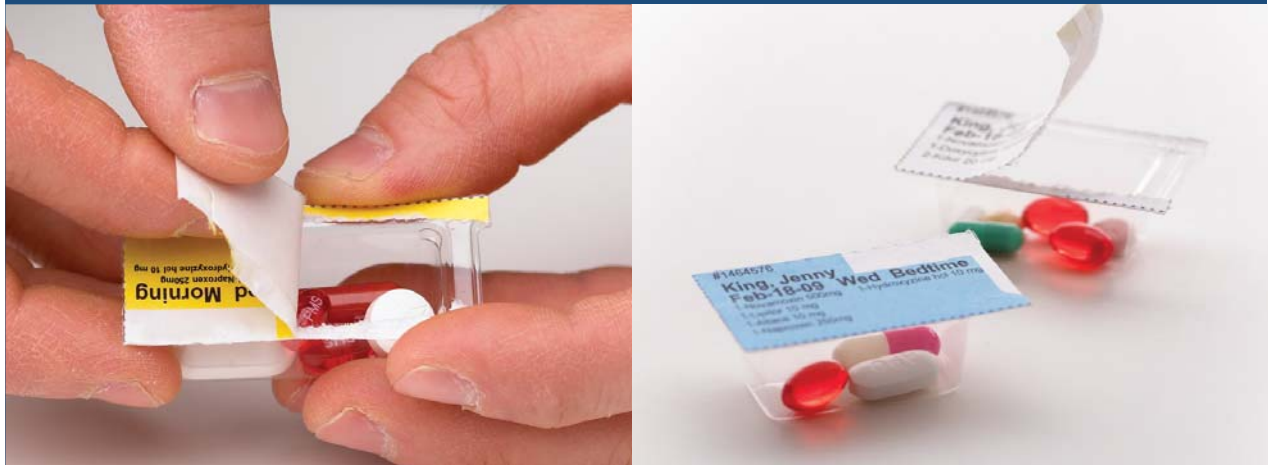
DISPILL[®]-USA

THE NEED.

It is estimated that 10% of hospitalizations are attributable to poor medication-taking. This rate rises to 20% in the highly-medicated and elder segments.

Consumers largely feel that taking several medications a day can get confusing. They often develop their own reminders and solutions to this problem and could definitely use a helping hand.

Pharmacies are looking for novel, innovative ways to differentiate themselves from competitors. As with any business, whatever can increase satisfaction and trigger loyalty is worth investigating.



Each detachable, sealed blister contains medication for one given intake time.

THE DISPILL SOLUTION. Real Benefits for Consumers

DISPILL is a patented system that lets pharmacies deliver prescribed medication to consumers in an all-inclusive blister pack. Each sealed blister thereafter contains all of one consumer's prescribed medication for a given intake time (breakfast, lunch, dinner, bedtime) on a precise date.

Benefits for consumers are highly visible and salient. The product has become an instant success since 1997 in its home market in Canada. In a survey conducted in New York State in December 2006 with 118 consumers aged 50 years and up(1), 83% were either "favourable" or "highly favourable" to the product, 80% said it would either "somewhat improve" or "greatly improve" their opinion about a pharmacy should it offer it, and 53% said they would either "likely" or "very likely" switch pharmacies in order to get access to DISPILL.

On top of being an efficient medication-taking reminding system, the detachable DISPILL blisters also simplify transportation of medication for day trips. In the consumer eye, DISPILL blister packs are cleaner and safer than the more traditional pill boxes.

(1) 118 consumers were surveyed on Dec. 14-15, 2006 in New York State (Plattsburgh). All respondents were American citizens, were aged 50 years and older, were not residing in an assisted living facility, and took at least one prescribed medication per day. Respondents were surveyed through a mall interception methodology.

DISPILL blister packs make medication-taking easy and hassle-free for consumers.



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THE DISPILL SOLUTION. Simple and Profitable

For pharmacies, the DISPILL system is simple to put in place. Following integration with the pharmacy computer system, labels are printed out automatically. No redundancy in the process. Solutions are also provided to make sure that delivery of medication in a DISPILL blister pack is streamlined, fast, and efficient, even when a change in prescriptions is required. Considering that consumers are willing to pay for this option, this could mean increased overall financial performance for any laboratory, in addition to increased customer satisfaction and loyalty.

DISPILL is a patented system. Unlike thermo-sealed systems (also known as "bingo cards"), they do not require a costly investment in equipment. As a repeated service, DISPILL can mean recurrent revenues with each prescription you fill.

The market for this solution is growing at a steady pace – 8.3% in 2006 according to IMS Health. More and more people take prescribed medication daily. As many tend to stay at home until later in their lives, assistance in medication-taking – in the form of the DISPILL solution – solves a number of problems and concerns, both for the medicated consumers themselves and for their loved ones, or their informal caregivers.

Don't miss this opportunity to provide your customers with the best medication-taking solution there is. They'll return the favor.

DISPILL provides client pharmacies with a complete suite of tools to streamline operations behind the counter.



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