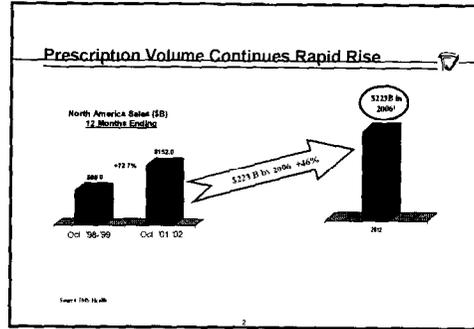


**Enhanced Safety Through Prescription Labeling**



**Putting Medication Information Visibly in Consumers' Hands**

ScriptChek Visual Verification Systems, Inc



**Prescription Growth Overwhelming Systems**

- **Increasing Consumer Demand**
  - Aging baby boomers
  - Lifestyle Drugs Grow in Popularity
  - TV and Internet Enhance Awareness
  - HMOs & Capitated Care Increase Access
  - Lower Cost For Seniors
- **Manufacturers Feeding Demand**
  - More advertising
  - Steadily increasing number of drug approvals by the FDA per year
  - New technologies yielding medical breakthroughs
  - New drug screening techniques accelerate development processes

→ **Pharmacists and Pharmacies Strain To Keep Up**

- Growing prescription volume per store
- Over 6,000 pharmacist job vacancies nationwide
- New pharmacy development not able to keep pace

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### Medication Errors Are A Growing Problem

- Approximately 17% of medication errors are dispensing related (U.S. Pharmacopoeia data published in CIBC World Markets Report September 2001)
- Most common types of medication errors (as reported by community and hospital pharmacists\*)
 

- Wrong dosage	48%
- Wrong drug given	32%
- Wrong route of administration	10%
- Failure to catch interactions	22%
- Failure to catch contraindications	17%
- Failure to warn patients of potential hazards	15%
- Other	46%

\* Indicates the percentage of respondents stating that these types of errors happen often or sometimes vs. those indicating that these errors rarely or never occur. Source: Drug Topics May 21, 2001

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### Medication Errors Are A Growing Problem

- Most common contributing factors (Reported by community and hospital pharmacists\*)
 

- Work Overload	3.9
- Inadequate staffing	3.5
- Look-alike/sound-alike drugs	3.2
- Failure to catch a technician's errors	3.1
- Similarity in packaging	3.1
- Illegible prescriptions	3.0
- Insufficient prescription information	2.5
- Confusion/unclear labels	2.4
- Lack of system-wide control policies or procedure	2.2

\* Reported on a scale of 1-5, with 5 indicating the problem contributed "a great deal" to medication errors in their pharmacy. Source: Drug Topics May 21, 2001

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### Safety For The Life of A Prescription

**More Information**

**Simple and Convenient**

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