

Medications at Discharge



David Medvedeff, CEO

- **Founded in 2013**
 - Executives from medical publishing, health information technology and clinical practice
- **Focus on optimizing the medication use process**
 - CDC estimates 700,000 ED visits/year due to ADE's
- **Our DNA: the combination of content + technology**
 - Content = video streaming (over 2,200 unique titles)
 - Technology = responsive web experience (mobile)

**Almost all patients leave the hospital
with a medication prescription**

Snapshot of Core Measures

AMI Rx @ D/C

98%

CHF Rx @ D/C

97%

PN Rx @ D/C

95%

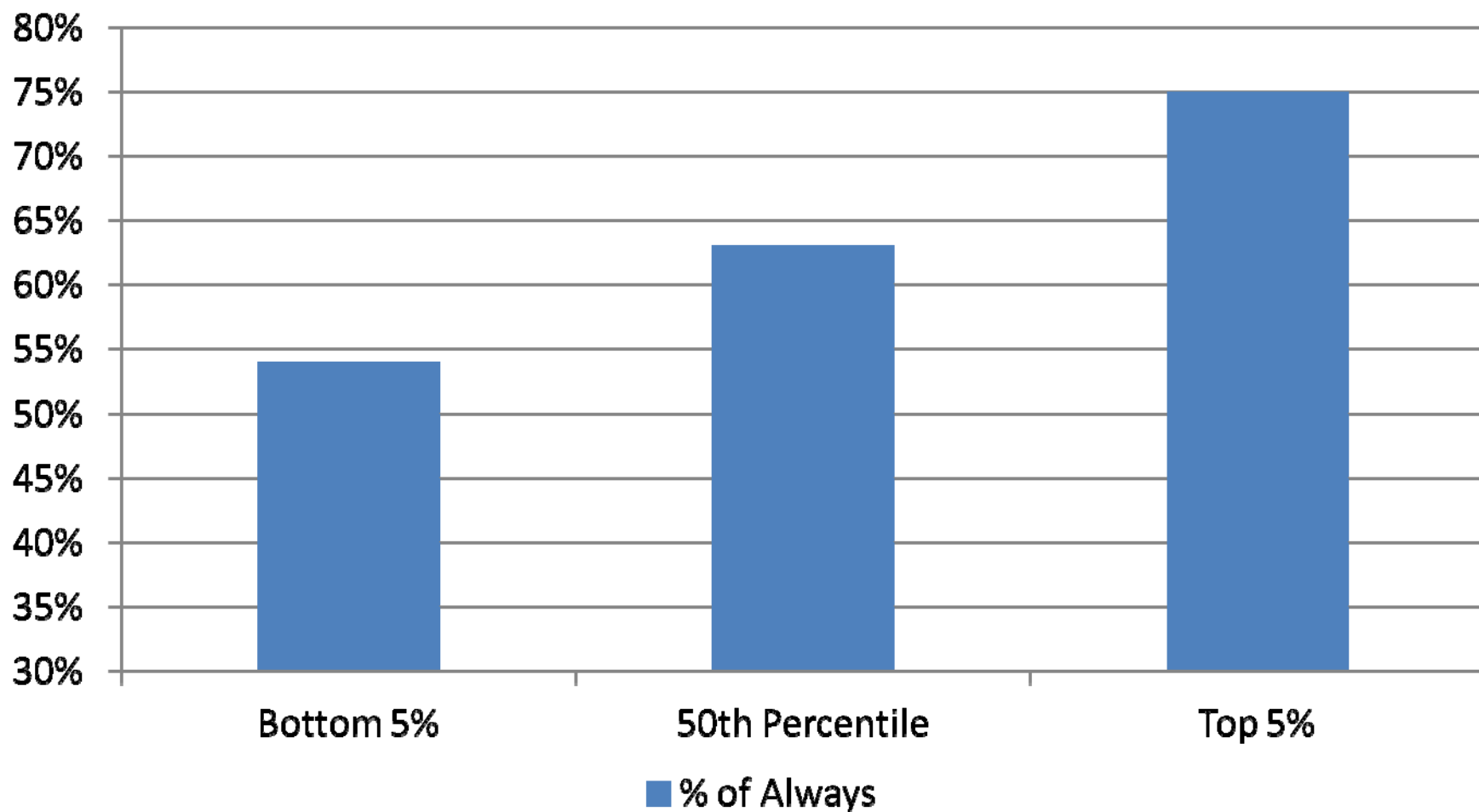
Abx Rx @ D/C

97%

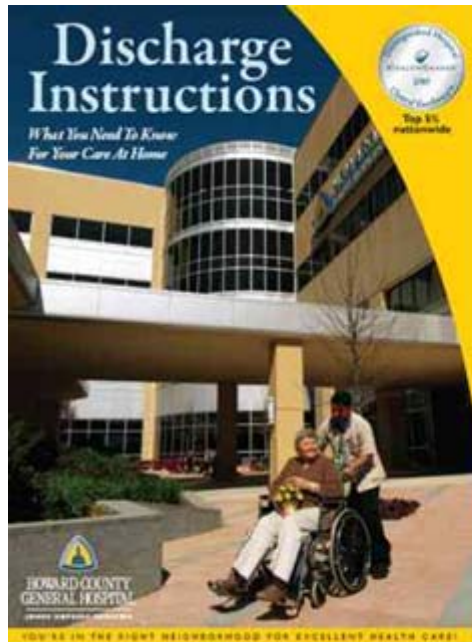
What do patients tell us?

Patients who reported that staff "Always" explained about medicines before giving it to them.

Hospital Performance



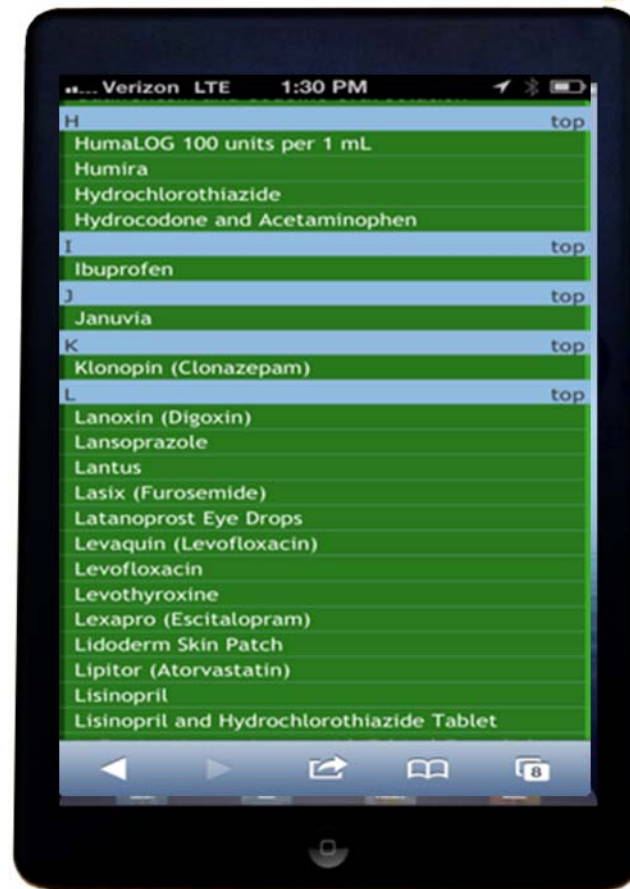
Sending the Patient Home



Patients and Families of Today

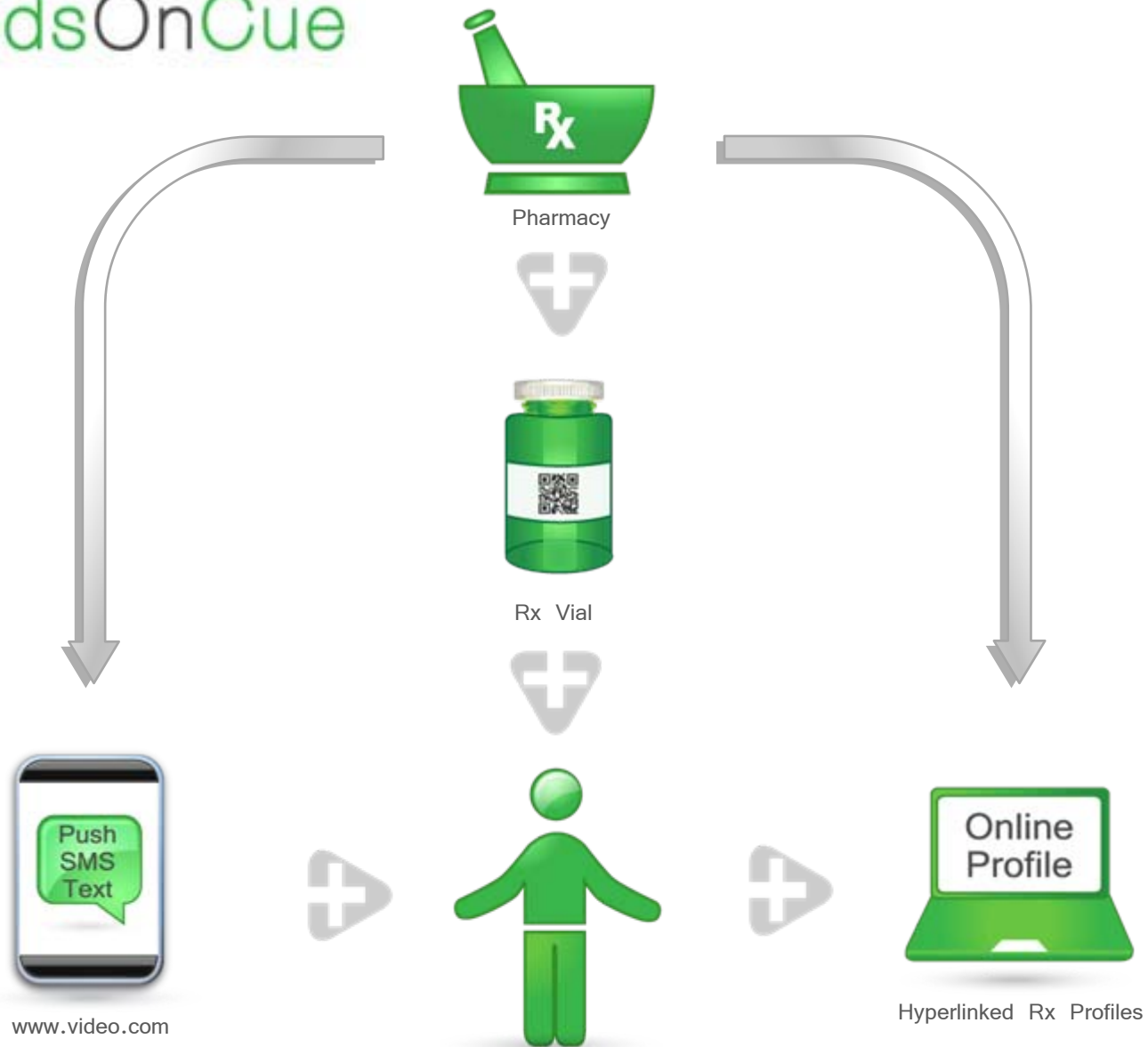


The New Generation of Med Comm.



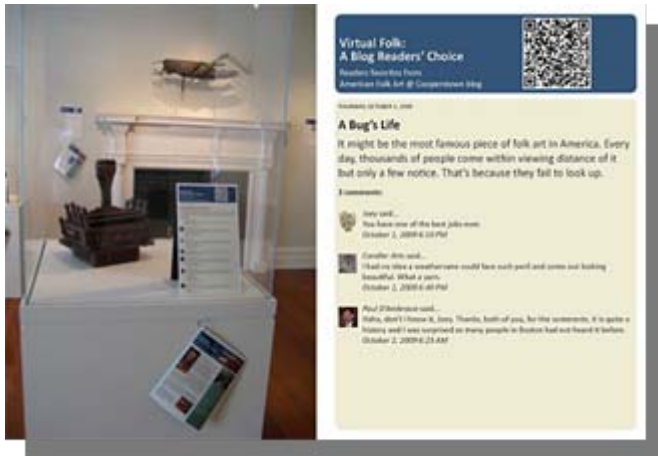
The New Generation of the Rx Label





Embracing A New and Consistent Communication Mode

- QR Codes have now been implemented in museums and zoos to expand access to guided tours
 - Audio/video has enabled the sharing of relevant and important information specific to the exhibit on demand

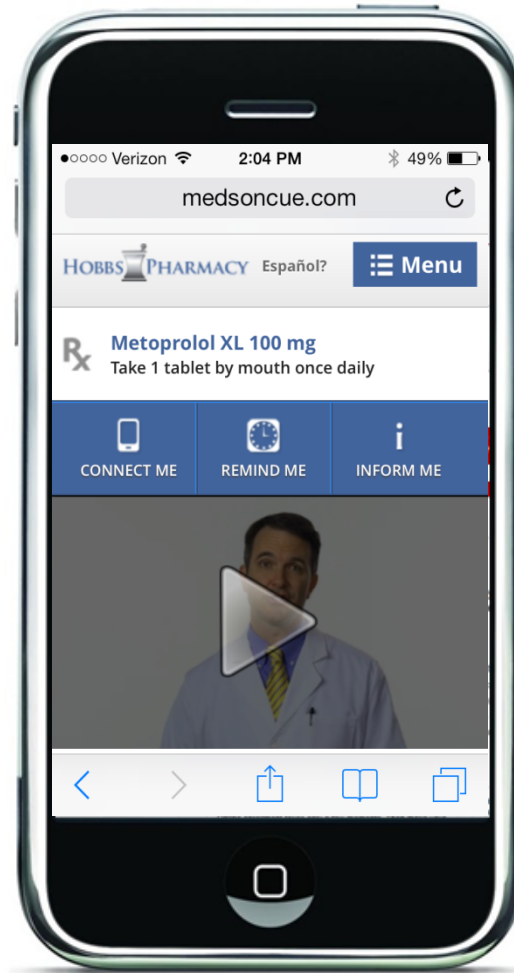


Embracing A New and Consistent Communication Mode

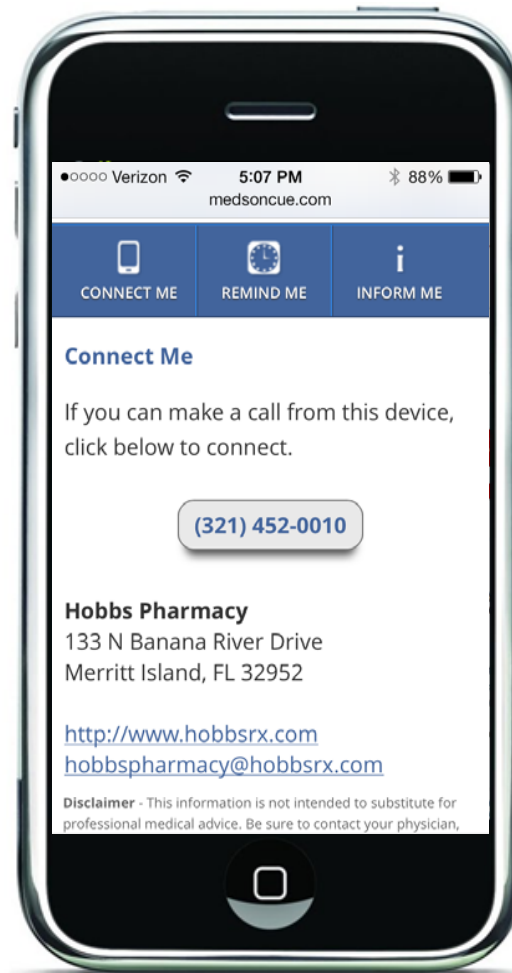
- Until MedsOnCue, the labeling for garden herbs and table wines were more sophisticated than Rx's
 - Video tutorials, planting tips and expert feedback



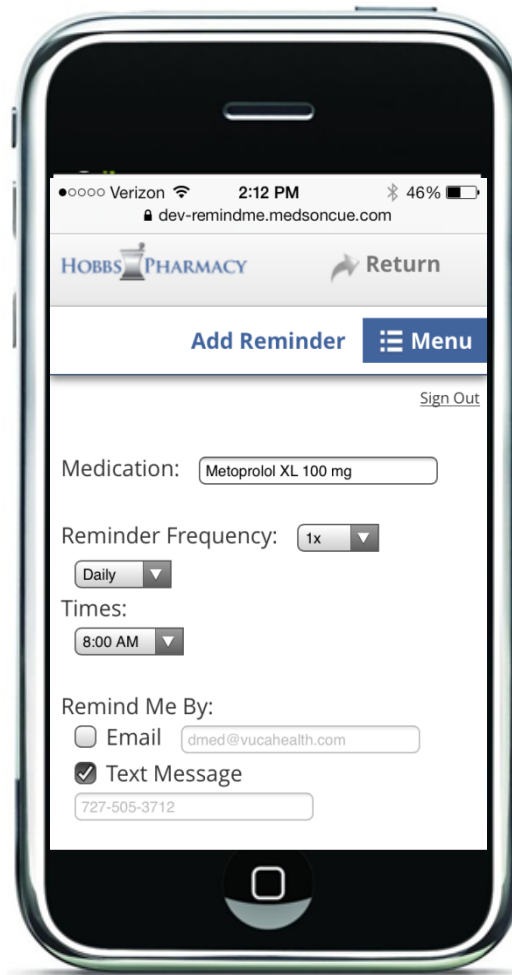
Providing a Gateway for Engagement



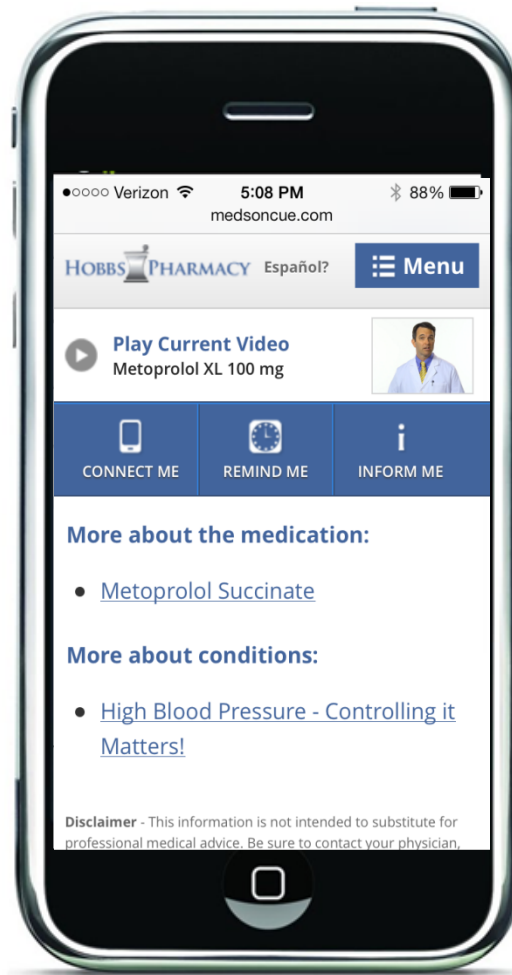
Providing a Gateway for Engagement



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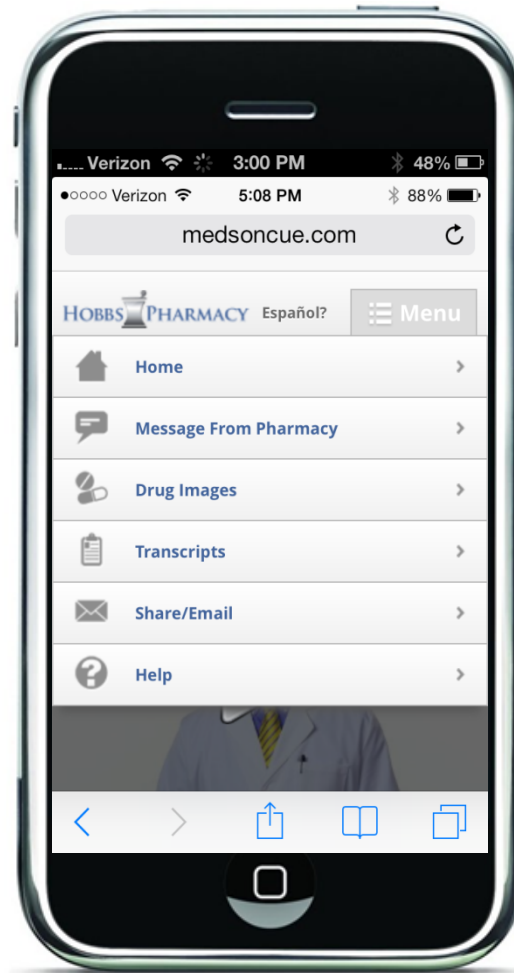
Providing a Gateway for Engagement



Providing a Gateway for Engagement



Providing a Gateway for Engagement



Value Propositions

- Impacting health literacy
 - Provides an alternative/option for medication information
- Medication adherence
 - Catalyst in the moment for engaged patients
- Gateway to communicate with patients
 - Capture the patient and expose them to other content and condition specific tools (e.g. portals and health apps)
- Involve the family
 - Medication experience is accessible by family and caregivers allowing them to play an active role in therapy management

Insanity: doing the same thing over and over again and expecting different results.

~ Albert Einstein

Thank you for your kind
attention!

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