



Smart Packaging in Commercial Healthcare

Information Mediary Corp (IMC) is one of the world's leading smart medication packaging companies. For over 20 years, our eCap™ smart pill bottle cap and Med-ic® smart blister have proven transformative in clinical trials and academic medical research.

Recent changes to CMS billing codes and industry shifts towards value-based care have created new opportunities for smart packaging. Now IMC stands poised to enter the commercial healthcare space and deliver tremendous value.

Increase Revenue from RTM, CCM, and MTM

Smart packaging supports Remote Therapeutic Monitoring (RTM), Chronic Care Management (CCM) and Medication Therapy Management (MTM). These programs help providers meet requirements for both fee-for-service and value-based care incentives. Smart packaging automates workflows and generates objective data to help providers strengthen claims submissions, serve more patients, and deliver more effective care.

Commercial Analytics

Smart packaging provides granular insight to upstream stakeholders - such as drug manufacturers, distributors, wholesalers, and retail pharmacy. Aggregated medication usage data can guide inventory planning and optimize store operations, while temperature tracking can safeguard the effectiveness of sensitive medications. Supply chain managers can enhance predictive analytics for demand planning and compliance reporting. Retail pharmacies can leverage data from smart packaging to offer value-added services, such as targeted adherence support programs or customer loyalty programs.

Improve Patient Outcomes

Drugs don't work in patients who don't take them! Smart packaging features like reminders, consumption tracking, and data sharing with care teams empower patients to take medications as prescribed. Integrated adherence data supports care teams in tailoring interventions, reducing readmissions, and meeting performance metrics for value-based contracts.



About IMC

Information Mediary Corporation (IMC) is the leading smart medication packaging company. Our comprehensive, patented innovations cover the entire smart packaging lifecycle: from design through manufacturing, software integration, deployment, and customer support.

IMC has a proven, 20 year track record. We have delivered more than two million smart packages, collaborated with industry leaders such as AbbVie, Merck, and Fisher Clinical Services (Thermo Fisher Scientific), and supported studies that have influenced key medical guidelines.



Smart Packaging Features and Highlights

- Detect every dose removal time
- Differentiate between different types of dose taken (Med-ic smart blisters only)
- eCap available in numerous sizes to fit any common bottle size and thread
- Med-ic sensor is modular and can be quickly customized to any blister pattern
- Both eCap and Med-ic log temperatures and provide exposure alerts (standalone Coolblue™ logger product also available)
- Effortless data download through mobile phone browsers - no apps to install, no accounts to create, and no physical gateway devices to configure
- Exempt from FDA medical device review requirements

Software Features and Highlights

- Complete platform: desktop web and native apps, mobile web and native apps
- Feature-rich; handles use cases for patients, providers and beyond
- Fully interoperable with 3rd party platforms and capable of data push/pull
- Supports requirements for North American and European regulatory compliance

Contact

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