

As reported on:

5 Beechwood Avenue
Box 74021
Ottawa, Ontario
K1M 2H9 Canada
Phone: 613-741-6888
Fax: 613-741-9820
Email: info@informationmediary.com



Ottawa's IMC Announces *Med-ic*TM Medication Compliance Monitor

Ottawa, March 25, 2002. Information Mediary Corporation (IMC) today announced that it will launch its *Med-ic*TM *Smart Package* at Interphex 2002 in New York City, April 15-17.

The *Med-ic*TM *Smart Package* is a revolutionary, state-of-the-art solution to the multi-billion dollar health care problem of patient non-compliance with prescribed medication.

Using cutting-edge thin-film electronics, patented sensors, and proven RFID tag technologies in an inexpensive, disposable device, the *Med-ic*TM *Smart Package* tracks use of any standard blister packaged medication without active patient input.

Says Dr. Allan Wilson, co-founder and President of IMC, "The US-based National Pharmaceutical Council estimates that non-compliance with medication adds over US\$100 billion annually to the U.S. health care system alone, resulting in 125,000 deaths and 1 million hospitalizations annually."

It is widely accepted that many patients do not take their medication as directed, even if the consequences are serious. Further, "non-compliance with antibiotics is a critical public health issue, as it contributes to the development of drug-resistant bacteria," according to Dr. Wilson.

IMC will initially make the *Med-ic*TM *Smart Package* available for clinical trials, where precise data on patient compliance is critical to determining the efficacy of investigational new drugs. The *Med-ic*TM *Smart Package* offers drug companies and contract research organizations instant benefits by improving patient compliance data. IMC expects to begin shipping Q3 2002.

Conceptually simple, the idea of monitoring pills has been around for awhile. However, promises Dr. Wilson, "IMC's patented sensor circuitry represents an engineering break-through that results in an inexpensive, disposable monitoring device that can be added to existing medication package production runs. The *Med-ic*TM *Smart Package* is the only blister package compliance product that requires neither expensive proprietary packaging technology, nor active patient participation in its use"

ABOUT INFORMATION MEDIARY CORPORATION (IMC)

Information Mediary Corporation is dedicated to the convergence of medicine, logistics, high-technology, pharmacology, wireless, e-business and anthroponomy. By understanding the key issues in these diverse fields, IMC is able to develop novel ideas into products, services, devices, and strategies that improve the health, safety, and convenience of people through information.

IMC's flag-ship *Med-ic*TM *Smart Package* (www.informationmediary.com/med-ic.htm) illustrates this commitment. For more information, contact Allan Wilson MD, PhD (President) or Michael Petersen (COO) at 613-741-6888, or visit IMC at www.informationmediary.com.

Med^{ic}
R_x for the third millenium