

For Immediate Release

## High Tech Packaging Addresses Oxycontin Woes

*Med-ic RFID Blister Package Tracks Medication Use, Warns of Abuse and Diversion*

Ottawa, May 10, 2007. “Fines for Schedule II drug makers are a wake-up call as the industry has turned its back on commercially available technologies designed to avoid abuse and diversion of addictive drugs”, states Allan Wilson, MD, PhD, President of Ottawa-based smart packaging experts Information Mediary Corporation (IMC). (see: Smart RFID Sensors Monitor Opiates in the Supply Chain ([http://med-ic.biz/media/pdf/Opiates\\_SupplyChain.pdf](http://med-ic.biz/media/pdf/Opiates_SupplyChain.pdf)))

Already used in NIH-funded clinical studies, IMC's technology ([www.med-ic.biz](http://www.med-ic.biz)) turns a standard blister package into a smart pack, remembering the exact time and date when a patient removes each dose and transmitting this information via its RFID communication to a reader at the physician's, pharmacist's, or clinic office. The technology allows for early detection of addictive behaviour and detects abuse and diversion, because each pill is sealed inside a blister, without any personal patient information encoded on the RFID chip. However, to save costs, the pharmaceutical manufacturers in North America generally ship drugs in bulk to pharmacies from where they are dispensed in medication vials. “Blister packages, especially smart packs such as Med-ic, promote compliance and detect abuse including diversion”.

The technology is based on an RFID sensor embedded in each package, does not add any bulk or complexity to the package, and does not require the patient to do anything except remove the tablets as usual. The Med-ic smart package has been validated and is being commercially packaged by Fisher Clinical Services (Allentown, PA) and is in use at over 20 clinical sites the US.

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