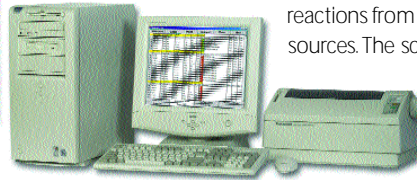## New **PLATFORM** identifies aerobic bacteria

**OmniLog ID Microbial system identifies more than 700 Gram-negative and Gram-positive organisms providing test results in an automated format**

The OmniLog ID Microbial Identification System, which includes proprietary software and sophisticated hardware, is designed to automate and simplify the process of characterizing and identifying a wide range of aerobic bacteria.

*The OmniLog databases are expandable and can be customized by the user to track specific organisms.*

The OmniLog ID System provides microbiologists with the most versatile and powerful microbial identification products available.

Biolog's identification/characterization test is based in patented carbon source utilization test panels called MicroPlates. Unlike other automated systems, Biolog MicroPlate test panels are based on 95 reactions from six to eight different classes of carbon sources. The scope of these reactions coupled with interpretation software, delivers unparalleled precision. This sensitivity allows for the identification of difficult environmental and fastidious organisms and the detection of mixed or contaminated cultures. It also has allowed Biolog to build databases that include environmental, veterinary, plant pathogenic, and human pathogenic organisms that are absent in other competing systems.

In total, the system is able to identify more than 700 Gram-negative and Gram-positive organisms and provides rapid test results in an easy to use, fully automated format.

Up to 50 MicroPlates can be incubated and interpreted at once. The system begins reading the plates and calling identifications in as little as four hours. Work is easily batched and the results tracked using the Windows-based OmniLog software.

The OmniLog databases are expandable and customizable by the user. This allows for each user to add organisms that are outside of the Biolog Database or to track specific organisms. The system itself is also expandable with the addition of the OmniLog Plus.

The OmniLog Plus system has the capability of identifying yeast, anaerobic bacteria, and filamentous fungi species, bringing the OmniLog's identification capabilities to almost 2,000 species.

Because the OmniLog System is used in highly regulated environments, Biolog provides tools to assist control and validation of the system.

With the release of the OmniLog system, Biolog also unveils its OmniLog Validation software package. The package provides the framework to perform the Installation Qualification and the Operation Qualification of each of the system's elements.

Additionally, the software provides features assisting laboratories with compliance to Federal Regulation 21 CFR Part 11. The regulation's purpose is to ensure the integrity of electronic records, and to govern the creation and use of these records generated by analytical instruments in use in FDA regulated labs.

## Improving **PATIENT** compliance

Patient noncompliance is a $100 billion challenge plaguing the American economy. Message Technologies Inc.'s Adherea, an interactive patient compliance program, is based on the company's suite of leading-edge, speech recognition technology. Adherea is designed to act as a reminder notification system and to encourage patients to take control of their own treatment programs.

When patients do not take their medications correctly, the consequences hurt all parties involved in the medical process. Patients, doctors, pharmaceutical companies, and the managed-care industry must handle issues and costs related to lost days at work, prolonged hospital stays, repeat physician visits, specialist consultations, and billions of dollars in lost drug sales. Adherea addresses all of these issues with one comprehensive program.

Patients opt into the Adherea system using the telephone or Internet access and choose a method of notification that will remind them to take their medications, as well as to refill and pick up prescriptions. Personalized messages can be accessed via e-mail, pager, cell phone, telephone, or wireless device, PDA or WAP-enabled phone. The system can tie into the automated-refill process that is available through numerous drug store chains and on-line services, streamlining the process for patients. In addition, embedded e-mail links in text-based notification messages lead patients to Websites relevant to their conditions, providing tips and information about proper management and personal care. The convergence of today's advanced technologies provides patients with an infallible program that fits easily into their active lifestyles.
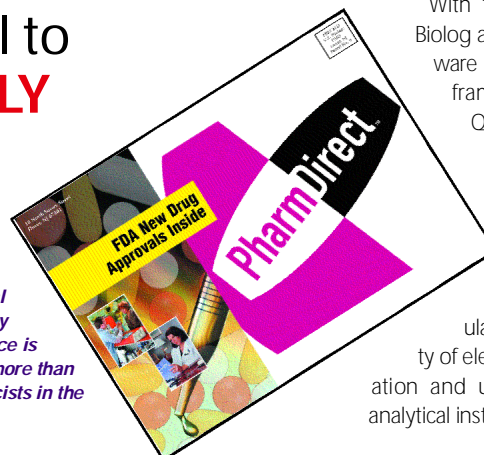
For members of the medical industry, Adherea also can provide access to beneficial information. The interactive nature of the system allows physicians, pharmaceutical companies, and managed-care companies to retrieve daily compliance data for specific drug use evaluation, information about patient interests and concerns, and timely survey responses.

Customized programs using the complete platform of MTI's innovative technology solutions for consistent patient communication are available for all medical industry professionals.

## PharmaDirect direct mail to pharmacists, **NOW MONTHLY**

Delivered to more than 92,000 pharmacists in the United States, PharmDirect is now distributed monthly, instead of quarterly. Pharmaceutical Direct Inc.'s co-op mailing, sponsored by dozens of major pharmaceutical companies includes literature and information about new products, new formulations, and other information critical to U.S. pharmacists. The direct-mail piece is sent free of charge to pharmacists by name and by title. In addition, PharmDirect now carries information related to new Food and Drug Administration drug approvals to keep pharmacists current.

*Pharmaceutical Direct's monthly direct-mail piece is distributed to more than 92,000 pharmacists in the United States.*

# ADVERSE DRUG INTERACTIONS available through Franklin's technology

The Medical Letter Handbook of Adverse Drug Interactions is available from Franklin Electronic Publishers Inc., a worldwide provider of handheld eBooks and medical reference products, for use on the company's eBookMan multimedia content device. The eBookMan puts critical drug reference information — along with address books, schedules, notes, and other personal information — in a portable, pocket-sized device, ideal for busy doctors, healthcare professionals, and medical students.

With a few taps of the stylus, users have access to accurate, up-to-date drug information in a matter of seconds. More importantly, prescribers can easily find possible adverse drug interactions between as many as 30 drugs at a time.

Available for $249.95, the Medical eBookMan comes with a leather carrying case, stereo ear-buds, and an extra stylus for convenience. The Medical Letter Handbook of Adverse Drug Interactions can be downloaded to eBookMan for $59.95.

*Handheld e-book provides critical drug reference information, including adverse interactions.*

# HEALTHINFO DIRECT expands marketing services

To provide clients with broader services in direct marketing, HealthInfo and its sister division, Generations Publishing, have joined forces with two other companies to create HealthInfo Direct LLC. "Technological advances, cost-control pressures, and the growth of ethnic groups in America are redefining direct marketing," says Marita Gomez, CEO, HealthInfo. Under the new umbrella name, the direct-marketing group will provide clients with turn-key solutions to direct marketing challenges. The companies that form HealthInfo Direct LLC are:

• HealthInfo, a marketing communications company that assists pharmaceutical companies and corporations with their direct-marketing and public-relations initiatives.

• Adelante Marketing, a cross-cultural market-research and strategic-planning company that specializes in providing integrated marketing strategies and programs for Hispanic markets.

• Swanson Direct, a full-service data-management company that offers data acquisition, data warehousing, data hygiene, and data integration.

• Generations Publishing, a publishing company that services associations with media buying and exhibitor solicitation needs.

*Marita Gomez, CEO, HealthInfo; Norman Swanson, president, Swanson Direct; Laura Cruz, president, Adelante Marketing; and Mathew Stone, president, HealthInfo.*

## Follow up

**BIOLOG INC.** is a biotechnology company based in Hayward, Calif. For more information, visit biolog.com.

**FRANKLIN ELECTRONIC PUBLISHERS INC.**, Burlington, N.J., is a market leader in handheld electronic books. For more information, visit franklin.com.

**HEALTHINFO DIRECT LLC** is a direct marketing company based in Schaumburg, Ill. For more information, call 847-995-0085 or visit healthinfodirect.com.

**MESSAGE TECHNOLOGIES INC.** is a privately held company based in Atlanta. For more information, visit adherea.com.

**PD-RX PHARMACEUTICALS INC.** is a publicly held company based in Oklahoma City. For more information, visit rxwebpad.com.

**PHARMACEUTICAL DIRECT INC.** is a direct marketing company based in Dover, N.J. For more information, visit PharmDirect.com.

# PD-Rx launches RXWEBPAD to prevent script errors

According to an Institute of Medicine's study, as many as 7,000 Americans die each year because of errors in prescribing medicine. One of the greatest causes identified was fulfillment mistakes due to illegible handwriting. PD-Rx Pharmaceuticals Inc.'s electronic prescribing device called RxWebPad is intended to eliminate prescribing errors.

Michael Cohen, president of the Institute of Safe Medication Practices, a nonprofit organization focused on reducing medical errors says, "More than 25% of the errors identified through studies and papers are related to drug name mix ups caused by poor physician handwriting. Within the next five years, every prescription should be created and routed electronically."

The RxWebPad, is a handheld PC wireless electronic prescribing device that uses the Windows CE operating system as a portable tool for healthcare providers to electronically prescribe and communicate with other caregivers. PD-Rx's proprietary software system was developed to interact with the products designed by Hewlett-Packard Co., NEC Corp., and other handheld PCs. The PD-Rx-Net System is a software/hardware network that provides physicians with the capability to electronically communicate and network with traditional and nontraditional pharmacy delivery systems.

*Physicians can use the RxWebPad to generate electronic prescriptions and interface with pharmacy delivery systems.*