



Synergy Medical has developed an innovative, automated system for preparing and dispensing solid oral medications in blister cards, or pill organizers. The SynMed system offers a complete range of time-saving functions that provide pharmacists with competitive advantages. Depending on the model, SynMed contains 400 or 508 medication containers and manages such tasks as inventory, lot numbers and expiration dates.

Mark Rinker, Senior Director of Sales for North America, Synergy Medical



Synergy Medical Drives Rx Adherence

Q: What can you tell us about your newest product, SynMed Ultra?

A: The commercial release of the SynMed Ultra is a very recent and significant development for our company. The Ultra was three years in the making by our highly skilled team of engineers, and the result is a very high-capacity robot for single-dose and multi-dose blister card automation. The development of the Ultra leverages the robust pick-and-place technology of the SynMed XF and incorporates a new robot that is dedicated to RFID container handling. The end result is a 508-container system that can produce 100+ multi-dose blister cards per hour, or 240 single-dose cards in patient-specific mode.

Q: What's unique about SynMed Ultra?

A: There is nothing on the market that can match the multi-dose blister production speed, the precision of our pick-and-place technology, or the flexibility to fill 35-plus styles of single and multi-

dose blisters. In fact, the Ultra can fill two different card styles simultaneously, which affords our customers maximum flexibility to match different cards to different patient or facility needs.

Q: What are some chain pharmacies that are using your technology?

A: Most of our pharmacy chain customers view their central-fill blister card operation as a confidential competitive advantage in their operating region. But I can say that we have central-fill customers utilizing the SynMed technology within both Canada and the U.S. I can also say that the SynMed Ultra was beta tested at the Jean Coutu Group's central production facility for over 18 months.

Q: Why focus on blister packs versus bottles and other containers?

A: We continue to strongly support and advocate the use of packaging to improve patient outcomes and, as the Federal Study of Adherence to Medications in the Elderly (FAME) and other studies have clearly indicated, patients are better off with their medication organized by the pharmacy, by day and time of administration in a blister card, as opposed to patients self-medicating with multiple vials.

The benefit to the patient is clear: If they are taking their

medication as prescribed, their underlying condition will be under better control. The benefit to the payer is also clear: A patient adhering to their medication regimen is substantially less costly to manage. The benefit to the pharmacy is clear: Patients consuming their medication as prescribed means more fills and higher loyalty measures. Adherent patients also drive Star Ratings, and this in turn improves reimbursement and plan inclusions.

Additionally, adherence packaging is a low-tech and a low-cost way to help address a \$300 billion medication nonadherence crisis. A Commonwealth Fund report compared patient outcomes per dollar spent on patient care, by developed country: It should be noted that the U.K. — where 40% of all prescriptions are dispensed in multi-dose adherence packaging — ranked best in care per health care dollar, while the U.S. — where only about 1% of retail prescriptions are dispensed in multi-dose adherence packaging — was ranked as delivering the worst care per health care dollar.

Q: What additional project launches or other innovations are being considered?

A: Synergy is in late-stage development of a SynMed verification module that can bolt on to any of our 300-plus SynMed Systems in North

America. We're also expanding our geographic footprint. Last year we opened a sales and marketing office in London, and Michel Guerra is now leading the development and expansion of our presence in the U.K. and the European region.

Q: What's the biggest challenge in getting pharmacies to understand your products, and how do you overcome it?

A: One challenge for chain pharmacies is to see the SynMed technology as a key enabler to allow them to adopt an adherence packaging strategy. Most have at least some exposure to blister packaging filling, and view it as time consuming and prone to error, and as a solution that can't scale when you have multiple locations. In fact, it can scale if you send those patients to a central-filling pharmacy and delegate the filling of the blisters to the SynMed robot.

Q: How do pharmacies find out about you?

A: Print advertising; Web and social media; word of mouth and networking, as at Total Store Expo; and other ways. Some of our best customers are our existing customers, as SynMed creates a positive feedback loop that drives their blister packaging business to such a rapid extent that they find themselves in need of more automation.



SynMed®
Synergy Medical Technology

ULTRA

ULTRA-HIGH CAPACITY BLISTER CARD PRODUCTION

There is no equal.



ULTRA Fast

102 multi-dose cards per hour
240 single dose cards per hour



ULTRA Precise

Superior pick and place technology



ULTRA Profitable

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