



# In-Pharmacy Patient Education Videos by SmartInteractions

Save explanation time, increase patient compliance, profits, and overall reputation. Patients watch high quality education videos while you fill their prescription.

<b>Sr. Vice President:</b> Claude Farrier	
Founded:	2004
Employees:	<50
Phone:	1-800-959-0175
Address:	SmartInteractions Inc. 440-8250 Decarie Boulevard Montreal, Canada H4P 2P5
Website:	www.smartinteractions.com
Email:	claud.farrier@gmail.com

## Company Background

SmartInteractions Inc. is a technology company serving healthcare providers in North America and Asia since 2004. Our areas of expertise include:

- Warfarin dosing software
- Compliance software and related services
- Health education videos (recently launched)

Using our services, 17,000 non-compliant patients were called to determine the reasons for not taking their medication as prescribed. Conclusion: patients did not understand why they should. Until recently, doctors and pharmacists had limited tools and time to address this situation.

## Product Overview

SmartInteractions offers a growing library of high quality health education videos designed by pharmacists for pharmacists. Videos are used during pharmacist-patient counseling, or as an education tool for the patient to view while the pharmacist is filling the prescription.

Currently, 19 of the most important chronic conditions are covered.

Contents are designed to be understood by the general population. Professionally-narrated using common language, the videos are made of high quality graphics, images, and animation. Videos are interesting, informative, and easily understood.

Each condition is broken down into two-minute videos and consistently follow the same logical approach.

Example for Diabetes:

- **Clip 1 (What is Diabetes?)** Explains what blood glucose is and the role of the pancreas and insulin. It reviews Type 1, Type 2, and Pregnancy Diabetes.
- **Clip 2 (Complications)** Reviews in detail what may happen over time if diabetes is not controlled.
- **Clip 3 (Importance of testing)** Key components of controlling diabetes and its complications.
- **Clip 4 (Treatment)** Discusses treatments of diabetes. Reviewed treatments include lifestyle changes and medication.

## Product Features:

### Typical pharmacy/clinic use:

- Installation in consultation rooms or waiting areas
- PCs can be used, but iPads are attracting significant attention
- iPads can be used with or without locking mounts

Patients can also view the videos from home:

- Significant impact on continuing education
- Informed stakeholders such as spouses and family members are key to continuing compliance

For home viewing, participating pharmacies are provided with a specific access which they share with their patients. This access leads to videos branded with the pharmacy's contact information and specifies that the videos are provided "Courtesy of..."

Advertise at no additional cost:

- Access can be shared with neighboring medical clinics
- Doctors provide the link to their own patients which saves them significant explanation time
- For the pharmacist, it increases the professional image of the pharmacy and provides very effective publicity as the videos are branded

Videos are also available for pharmacy chains - to be used on their web sites as part of general or specific health information.

The library is updated regularly.

## Product Specifications:

Web browsers are used. For simplicity, no software or videos are installed on iPads or PCs. At the pharmacy level, videos are available directly from our servers if a high speed Internet connection is available, or from a small captive WiFi network installed in the pharmacy if Internet speed is inadequate.

## Testimonials

*"The videos are very effective. Our patients appreciate them. They realize our pharmacy is up-with-the-times and technologically advanced. For us an even more important feature is our ability to make our videos available to nearby doctors' patients by sharing our on-line access. The doctors appreciate us sharing our professional tools, and it is an excellent marketing medium for us at no additional costs"*

*Al Lauzier B.Pharm, Independent pharmacy*

## Markets Served

Any health provider including chain community pharmacies (and associated information websites), independent community pharmacies, hospitals, and medical clinics.

## Tradeshaw Attendance

NACDS (Boston, MA) - August 2011

## Key Customers

Rexall pharmacies, Jean Coutu independent pharmacists, Brunet independent pharmacists, Quebec hospitals.

## Pricing Information / Next Steps

Videos are available via an affordable, annual license.

Call us at 1-800-959-0175 for details.