

WAY 10

New Topical Dosing Applicators – Topi-CLICK® by DoseLogix® Helps Provide Accurate and Compliant Dosing

DoseLogix: Improving life through innovative pharmacy solutions. We help make topical treatments easier for patients to self-administer; thereby helping improve compliance for improved outcomes. DoseLogix also provides innovative systems for pharmacies to streamline dispensing.

President & CEO: Tim Phipps

Founded: 2005

Employees: 11

Jobs Created: 29

Stock Symbol: Private Company

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Company Background

Medication compliance and adherence are consistent, growing concerns. Over ten years ago, a group of professionals comprised of a compound pharmacist, an engineer, and a nurse practitioner recognized a compliance need in topical dosing and developed Topi-CLICK. “With the growing popularity of topical medications, we began to realize the increased potential for dosing errors,” said DoseLogix President/CEO Tim Phipps.

The original goal was to devise an easy-to-use topical applicator that would take the mess and guesswork out of applying creams, ointments, and gels. After testing, modifying, refining, and retesting many prototypes, the originators of Topi-CLICK unveiled their creation in 2007. They had no idea their invention would become such a global phenomenon.

Product Overview

The clean, elegant, user-friendly design of Topi-CLICK made it an instant hit with healthcare professionals and patients, who extolled its advantages over syringes, tubes, and pumps.

Soon after its launch, Topi-CLICK was featured on various syndicated cable TV programs, including The Doctors, Dr. Oz on Oprah, Dr. Phil, and The Suzanne (Somers) Show. Topi-CLICK continues to set sales records and spread into new markets as DoseLogix, its parent company, expands its product line. Most recently, DoseLogix launched Topi-CLICK 140®, which is four times larger than the original Topi-CLICK 35®. Additional new products will be released later this year for women’s health and veterinary applications.

DoseLogix President and CEO Tim Phipps recently provided some insights on the impact of Topi-CLICK and what healthcare professionals and patients might see in the future.

Q: What was the reason for the recent name change of Topi-CLICK’s parent company from Custom Rx to DoseLogix?

A: DoseLogix is a name-brand that better reflects our mission and purpose. We have an unwavering commitment to facilitate accurate dosing, which we believe is one of the main reasons for the success of Topi-CLICK. We are determined to remain on the forefront of innovation and new technology. DoseLogix is a name that fits.

Q: You mentioned that accurate dosing is one of the main reasons for Topi-CLICK’s success. What are the other reasons?

A: Ease of use and hands-free application are two big benefits. Patients love how they can just turn Topi-CLICK the proper number of CLICKs, get the proper dosage quickly, and then simply use the applicator top to apply topical preparations directly where they belong. When patients use syringes, tubes, jars, or pumps, it is not only challenging to get a precise dose, but then they use their hands for application. That is not only often messy, but patients can end up with a topical being absorbed into fingers and hands, where it doesn’t belong. And that only increases the chance of cross contamination.

Q: What was the purpose for introducing Topi-CLICK 140?

A: It was in response to requests we have been getting to make a topical applicator that would be more convenient for applying larger doses, such as for wound care, pain medication or scar care. Our original product, Topi-CLICK 35, holds a maximum of 35 mLs and dispenses topical preparations at a rate of 0.25 mL/CLICK. Topi-CLICK 140 holds a maximum of 140 mLs and dispenses topicals at a rate of 0.5 mL/CLICK. Creating a dispenser that holds four times more medication may also allow some patients to go longer between refills.

Q: What other new products are we likely to see in the near future from DoseLogix?

A: We are always looking for new innovations to help promote accurate dosing and make application of topical preparations easier for patients. Our research and development team is busy with a long list of new products in the pipeline addressing needs in the areas of women’s health, veterinary health, children’s health, and pharmacy workflow.

Additional Product Lines

■ **Filling Nozzles:** Nozzles designed for quick and efficient filling. Available in Standard which provides easy filling for the TC35 and XL designed for filling the TC140.

■ **Tap-n-CLICK™ Pads:** Offers a convenient solution for patients and pharmacists. For patients, pads assist in “one-handed” CLICK-Dosing™ of medication. For pharmacy, pads provide a sound dampening surface to tap out the air bubbles during filling.

■ **Topical Filling Station:** Saves pharmacies money and improves accuracy through more efficient loading of topical preparations into Topi-CLICK dosing applicators.

Ordering Information

For more information on products and pricing, or to place an order, visit www.Topi-CLICK.com, or call (877) 870-8448. Free Starter Kits are also available at www.Topi-CLICK.com.

