

## Increased interest in the DrugLog® technology apparent after intensive exhibition weeks

**Representatives from Pharmacolog have during the last few weeks participated in three important fairs and conferences; EAHP in Barcelona, Child Week (Barnveckan) in Örebro and NADDI, in St. Petersburg Florida. All meetings were very rewarding and show an increasing interest in the company's technology from both potential partners and customers.**

EAHP, or European Association of Hospital Pharmacist, was held this year in Barcelona 26/3 - 28/3 and is the largest European pharmacy conference with over 3,500 delegates. Clear focus at the conference was increased interest in systems for safe drug handling. Above all, delegates from Germany showed an increased interest in Pharmacolog and DrugLog® as they in Germany have had incidents with chemotherapy preparations that proved to lack active substance.

Torbjörn Norberg, Product Manager commented: "The increased focus on quality control combined with Pharmacolog and DrugLog® becoming more established meant a great interest from both potential distributors and potential strategic partners. Above all, our integrated solution where DrugLog® directly communicates with prescription software generated great interest"

The Child Week (Barnveckan) is a Swedish meeting for doctors, nurses and pharmacists in pediatric care. The meeting was held this year in Örebro on April 1-4 with over 1000 delegates and about 40 exhibitors. The theme for this year was "the severely sick child" where a substantial part of the program was allocated to questions about medication.

Kent Öbrink, Sales and Marketing Manager commented: "Control of medication is particularly important in child care, since children are much more sensitive to incorrect dose than adults. There was a great deal of interest in our ReVal™ prototype and the project Pharmacolog runs with Astrid Lindgren's children's hospital. With the introduction of a database for preparations of drugs for children, ePed, on a broad front in Sweden, interest in how to control the preparations also increases."

NADDI, the National Association of Drug Diversion Investigators, is an organization that carries out healthcare training in preventing Drug Diversion. Each year NADDI organize a larger meeting where the focus is on sharing experiences and discussing technology and methods. In connection with this, an exhibition is held for companies in the industry. The meeting was held this year in St. Petersburg Florida and a total of 200 delegates, all of whom work in hospitals responsible for the Drug Diversion Prevention program.

Mats Högberg, CEO comments: "It is very rewarding to participate in smaller, a little more intimate, meetings where all delegates have one and the same purpose with their participation. It was very clear that several people got their eyes on DrugLog® and the rumor has spread, more people came to our stand and said that they heard about DrugLog® and wanted a demonstration. Then it was extra pleasing to also be able to tell about our order for the NewYork Presbyterian, which further increased interest."

### **For more information contact:**

Mats Högberg, CEO

Email: [mats.hogberg@pharmacolog.com](mailto:mats.hogberg@pharmacolog.com)

Phone: +46 70-546 50 21

### **About Pharmacolog AB**

Pharmacolog is specialized in developing systems and solutions for more effective and safer use of intravenous drugs. The company's first product, DrugLog®, enables a nurse or pharmacist to quickly and easily verify that an injectable drug has the right identity and concentration. Pharmacolog's long-term vision is an individually optimized medication for each individual patient, considering all available parameters in the control and distribution of the drug. Further information regarding the company is available at [www.pharmacolog.com](http://www.pharmacolog.com). The company's Certified Adviser is Mangold Fondkommission AB, which can be reached on telephone number +46 8-5030 15 50 or through [CA@mangold.se](mailto:CA@mangold.se).