

## [PHUTUREMED/PALLADIO GROUP AND E INK HOLDINGS]

<b>TITLE</b>	Palladio Group and E Ink Holdings launch advanced packaging solution: PhutureMed	
<b>COMPANY / ORGANIZATION</b>	 	
<b>KEYWORDS</b>	Monitor, pharmaceuticals, health, smart, electronic ink	
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of Purchase - Retail</b> <b>Pharmaceutical safety</b>	
<b>ISSUE ADDRESSED</b>	Sensitive products such as medication require specialized handling and distribution environments. Poor conditions in handling, shipping, storage, etc. may cause the medication to become compromised, leading to unnecessary waste or illness and death if consumed by accident.	
<b>SOLUTION</b>	<p>PhutureMed is an advanced drug packaging solution that features the ability to monitor the quality of medicines shipped to patients, and to support patients in drug therapy compliance. It contains sensors to monitor the ambient conditions of the medication (temperature, humidity, etc.), timers, activation triggers, and an integrated display by E Ink that communicates the tracked data. A log of all events that the package is exposed to during storage and usage is recorded, and the display shows the user any events that occur outside of the required handling conditions even if the batteries are drained – a unique feature of E Ink displays.</p>  <p>PhutureMed can also be programmed to record all package access and/or track when the medication was taken by the patient. This information can be accessed and shared with practitioners to ensure the patient is taking their medication at the correct time and dosage.</p>	
<b>EXPECTED BENEFITS</b>	<b>Patient safety:</b> PhutureMed provides both a packaging and patient solution. It ensures medication is handled, shipped, and stored in a safe manner, as factors such as temperature and humidity may render them useless or even dangerous. PhutureMed also helps patients remember to take their medication at the correct time and dosage as it contains timers and access tracking, which may help prevent accidental overdoses.	
<b>CASE LINK</b>	AIPIA, <i>Medicines Monitor Uses E-Ink Technology</i> <a href="http://www.aipia.info/news-Medicines-Monitor-Uses-E-Ink-Technology-482.php">http://www.aipia.info/news-Medicines-Monitor-Uses-E-Ink-Technology-482.php</a>  Business Wire, <i>Palladio Group and E Ink Introduce PhutureMed,, an Advanced Packaging Solution for Pharmaceutical Products</i> <a href="http://www.businesswire.com/news/home/20151013005396/en/Palladio-Group-Ink-Introduce-PhutureMed%E2%84%A2-Advanced-Packaging">http://www.businesswire.com/news/home/20151013005396/en/Palladio-Group-Ink-Introduce-PhutureMed%E2%84%A2-Advanced-Packaging</a>	
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