

## Licensing To Create Value

*Improved outcomes for patients create economic value for patients, providers and mHealth suppliers. Improved population health at lower cost creates societal and institutional value.*

Stakeholders in the pharmaceutical and related organizations are aggressively searching for means to supply service beyond the script to improve patient outcomes and to add value to their businesses. To do so, these stakeholders are increasingly looking toward smart medication management products and services such as those described in the patent portfolio section that follows (see reverse). Claims in the mMed patents define the means to manage all dosage forms; operate central facilities for managing medications; integrate information from other sources; and incorporate many other features of advanced medication management systems.

Medication management services can provide tangible revenue drivers and many intangible value drivers. Providing such services can not only add to a company's financial well being through increased sales, but also greatly enhance the "soft" assets of a business, including brand image, corporate reputation and goodwill. While these are among the most valuable assets of an entity, they can – and often are – grossly undervalued when it comes to determining market value. Corporations developing and marketing pharmaceuticals understand that IP, while also a soft asset, is often the primary value driver in pharmaceutical mergers and acquisitions.

Some value drivers for mMed patent licensees and/or development partners in specific categories are:

### Revenue growth

- Add new revenue from new services using mMed IP
- Increase sales of existing products marketed based on knowledge of customer patterns and preferences
- Provide co-marketing opportunities

### Profitability and shareholder value

- Enjoy scalability and low marginal costs of software systems
- Provide synergies within existing businesses
- Strengthen analyst relations, shareholder relations and stock performance

### Cost minimization

- Digitize healthcare transactions to extend healthcare management to the patient between provider visits to reduce costs
- Leverage earlier expenditures to minimize future costs
- Capitalize licenses and acquisitions to avoid expenses
- Provide economies of scale among suppliers, customers, providers and payers, when using shared IP and other information
- Gain supply-chain savings, such as reduced distribution and transportation costs
- Collateralize IP to minimize cost of capital



# mMed™ Patent Portfolio

for mobile medication management

Contact: Napoleon Monroe at 718-427-3038  
or [nap.monroe@newdirectionsconsulting.net](mailto:nap.monroe@newdirectionsconsulting.net)

Licensing through New Directions Technology Consulting, LLC

## Legal/regulatory advantages

- Improve management of liabilities, REMS, recalls, product corrective actions
- Avoid patent-related litigation

## Competition

- Demonstrate selective, early-mover advantage for licensees
- Use IP to help direct customers to company's products instead of competitors' (preference management), customer management
- Prevent competition from making, using, selling and importing competitive products/services
- Enhance M&A opportunities
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## Reputation management, brand image, goodwill

- Be known as an organization that fosters entrepreneurship/intrapreneurship
- Be recognized as instrumental in the positive shaping of healthcare
- Enhance reputation for innovative product and services development
- Demonstrate CEO and overall management strength, vision and support for long-term growth while having a positive impact on society through increased well being, particularly among those managing chronic diseases
- Show environmental responsibility; facilitate product disposal; reduce waste
- Improve ability to prepare for and assist with emergency response

## The portfolio of granted U.S. patents:

U.S. Patent  
7,752,085

**U.S. Patent No. 7,752,085** (issued 7/6/2010):  
Product Information Management System

U.S. Patent  
7,871,393

**U.S. Patent 7,871,393** (issued 1/18/2011):  
Injection Device and Case with Reporting Ability: Covers means for showing that a drug containing injector is not being carried by the assigned person by comparing two location reports.

U.S. Patent  
8,044,778

**U.S. Patent 8,044,778** (issued 10/25/2011):  
Injection Device and Case with Reporting Ability: Covers means for including one or multiple medications and dosage forms in cases and communicating added information.

U.S. Patent  
8,149,111

**U.S. Patent 8,149,111** (issued 4/3/2012):  
Central Facility that Communicates with Portable Container via Mobile Device

U.S. Patent  
8,212, 658

**U.S. Patent 8,212, 658** (issued 7/3/2012):  
Product Container for Use with Device Capable of Long-Range and Short-Range Communications

*The Israel and Australia patent offices have granted patents extending protection of some allowed claims from the United States to those two countries. A patent is pending in the E.U.*

