



Telemedicine System for Drug Dispensing, Monitoring, and Accountability

Background

Clinical trials are a lengthy and complex process with an estimated expense between \$19,000 and \$26,000 per participant. Drug regimen compliance is crucial during the trial process to determine efficacy and recommended dosing strategies for specific indications. Consequently, inaccurate or missing data during clinical trials can result in a potentially effective drug being unnecessarily abandoned, or conversely, lead to the approval of a non-effective drug. Clinical trial sponsors seek ways to reduce costs of conducting trials, shorten the duration of the trial, and increase participants' compliance and adherence to the investigational medication.

CLINICAID

2P2D is developing ClinicAid, a wireless telemedicine system that provides real-time monitoring and documentation of participants' drug compliance and adherence. 2P2D's solution offers the clinical trial market a risk management solution for improved clinical trial management and drug compliance. The system dispenses drugs in personalized dosages according to the study protocol treatment regimen. It provides the clinical trial management team with real-time information such as patient compliance, accountability, and drug supply and delivery schedule. ClinicAid's components: drug dispenser system, data collection and distribution system, blister folding and packing system, and monitoring and accountability system.

Value Proposition

ClinicAid's proprietary telemedicine system offers—

- improved accuracy, quality, authenticity, and speed of medical data collection in clinical trials
- real-time control of all aspects of drug distribution to patients in all settings (ambulatory and medical centers)
- ability to handle different types and numbers of medication simultaneously or separately
- full interface with patients' electronic data diaries and clinical trial management systems (CTMS)
- ability for CROs, sponsors, and investigators to fully comply with GCP guidelines
- improved safety and quality of life for participants'
- ability to remotely and instantly halt all further drug dispensing at the patient level due to safety concerns

While there are several consumer compliance systems that monitor patients' medication schedules and act as a reminder, there are no comprehensive systems especially designed for the problems inherent with compliance in clinical trials.

Market

2P2D seeks to partner with CROs that offer pharma companies and hospitals a range of clinical trial management services.

Globally, an estimated 3.5 million people are participating in more than 12,914 open trials (phases II and III) with drug intervention. At an average price of \$900 per ClinicAid, market potential exceeds \$3.1 billion.

Funding

2P2D is seeking \$1 million for continuing R&D, completing validation study, and promoting business development and marketing activities.

2P2D Solutions Ltd.

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Key Personnel

Tovi Bachar, Director and Chairman.

Former Managing Director of GE Healthcare, Israel, a subsidiary of GE Medical Systems; in 2008, awarded the Managing Director of the Year Award on behalf of The Israel Management Center in the multi-national high-tech company category; recently took on the position of CEO, DOR Chemicals Group.

Ofer Baram, CEO. Extensive background in entrepreneurship, investment and project management in Israel and abroad; MBA, Derby University; BA, political science and education, Bar-Ilan University.

Mordechai (Moti) Peer, CTO. Over 20 years' managing multidisciplinary technology projects; EMBA, Bar-Ilan University; BSc, mechanical engineering, Technion-Israel Institute of Technology.

Ran Frenkel, VP Business Development.

CEO, PFC Pharma Focus Israel Ltd., affiliate of the Swiss based international CRO PFC Pharma Focus with additional affiliates in Germany and India; prior experience with biotech, pharma and medical device companies, BPh, pharmacy, Hebrew University of Jerusalem.

Company Status

Founded: 2007

Investor: The Trendlines Group

Intellectual Property

Submitted national phase for PCT/IL2009/000689; DEVICE FOR DRUG DISTRIBUTION AND METHOD OF USING in the US, Europe, India, and Israel.

Milestones

Q2 2010: Proof of concept

Q3 2011: Complete validation study

Q3 2012: Begin sales