

For Immediate Release: Summer 2005
Contact: Cathryn Cushing: 503-869-5965

PATIENT ADVOCACY AND EDUCATION!

**Mary Schutten, Patient and Caregiver Advocate
From Portland, OR has designed, patented and produced a unique
system to help caregivers and patients manage their medications.
That system is: **IdentiMed****

After her mother-in-law was diagnosed with Breast Cancer and Acute Leukemia her family's life was never the same. The doctors prescribed over 22 medicines – the treatment plan was complex and confusing. So, instead of collaping with the stress of caregiving Mary invented a product to help her mother-in-law TAKE CHARGE.

Did you know:

More than one quarter (26.6%) of the adult population has provided care for a chronically ill, disabled or aged family member or friend during the past year. Based on current census data, that translates into more than 50 million people.

National Family Caregivers Association (NFCA) Random Sample Survey of 1000 Adults, Funded by CareThere.com, Summer, 2000.

Family caregivers provide approximately 80% of home care services.

US General Accounting Office (GAO/HEHS 95-26, "Long-Term Care: Diverse, Growing Population Includes Millions of Americans of All Ages") 1994

50% of all medicines prescribed are taken incorrectly.

National Council on Patient Information and Education website, 2003

60% of all patients cannot even identify their own medication.

23% of nursing home admissions are due to improper self-administration of medicine.

The Food and Drug Administration and the National Council on Patient Information and Education

125,000 people die each year as a result of medication non-compliance.

Coombs, Dr. Robert, "Not Taking Our Medicine Hurts"; Vol.1, 2003

People forget 80% of what their doctors tell them.

Kessels, R.P.C. "Patients Memory for Medical Information" Journal of the Royal Society of Medicine; Vol. 96, 2003¹

IdentiMed is visual – a visual guide to back up spoken instructions. (See below)

IdentiMed is the most effective way to teach caregivers and patients a drug treatment plan. The step-by-step process familiarizes caregivers and patients with medicines and treatment plans. **IdentiMed** also provides a handy and organized system to share with doctors.

IdentiMed bridges the communications gap between doctors and patients.

IdentiMed helps caregivers and patients:

- Refill pill boxes with confidence
- Keep all medical information in one safe place
- Communicate clearly with daily care providers
- Train new caregivers effectively
- Give emergency personnel, doctors and specialists accurate information
- Transport medical information when traveling

Bio:

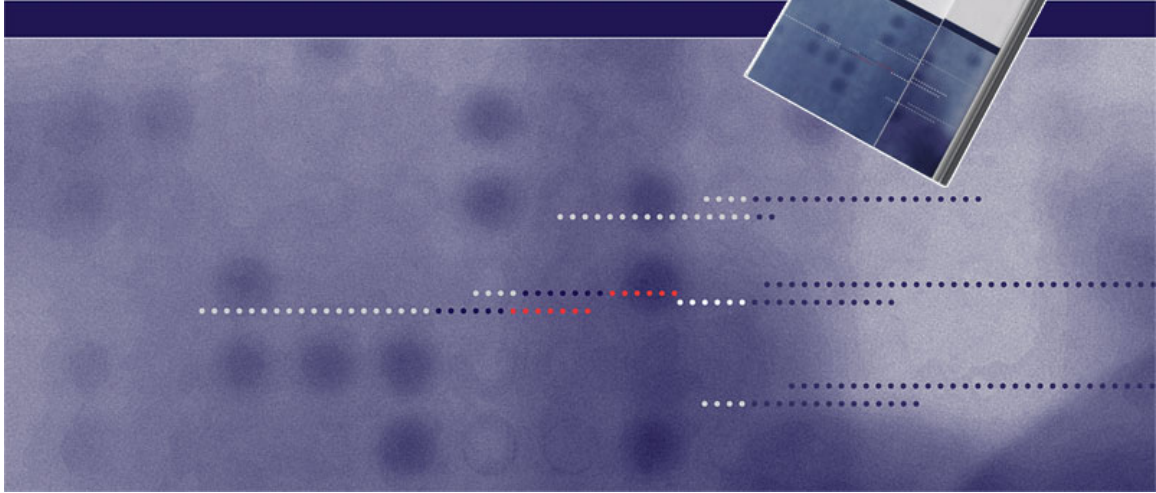
Mary Schutten, Portland, Oregon, is the founder of **IdentiMed**, L.L.C. In April of 2001, Ms. Schutten received a United States Patent for her invention, **IdentiMed**, a product that helps people identify and manage their multiple medicines. Government agencies, university research departments, companies and individuals are using the **IdentiMed** system. **IdentiMed** is used currently to help patients with AIDS learn their medical regimen, to reduce the chance of miscalculating in home health care settings and to assist individuals and their caregivers in learning and adhering to their treatment plans.

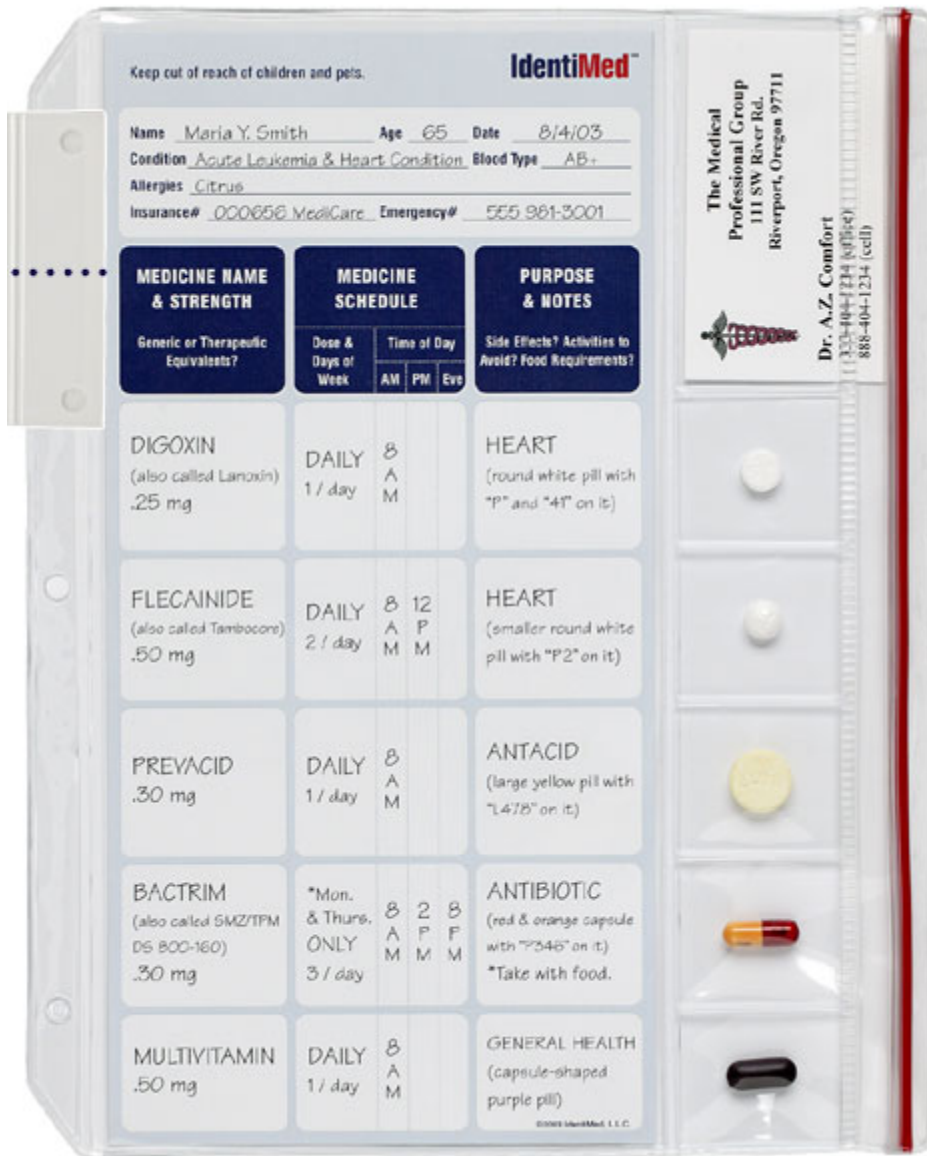
www.identimed.com
www.nfcacares.org

..... **IdentiMed™**

The visual guide
for managing multiple medicines.
IT'S YOUR HEALTH. TAKE CHARGE.

[CLICK TO CONTINUE >](#)





MOTHERS OF INVENTION

Women Inventors – Rare!

First Women Inventor - Mary Kies broke that pattern on May 5, 1809.

<http://inventors.about.com/library/inventors/blkeis.htm>

Can you name 2 women inventors? Tough, right?

In 1910 Women were awarded less than 1% of all patents, today that figure has only risen to 10%!

<http://www.si.edu/lemelson/centerpieces/ilives/womeninventors.html>