

# Gold Standard Multimedia Inc.

Gold Standard is a leading developer of clinical drug information and software services in use by hundreds of hospitals, as well as leading retail pharmacy chains, consultant pharmacy corporations, health information Web sites, hundreds of thousands of healthcare professionals and 95% of U.S. pharmacy and medical schools.

gold standard multimedia

## AT A GLANCE

### ADDRESS

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### PRODUCTS

*Clinical Pharmacology*®  
*Clinical Pharmacology OnHand*™  
*eMPOWERx*™

### EXECUTIVES

**Russell S. Thomas, CEO**  
**MaryAnne Hochadel, PharmD, BCPS**  
Editor-in-Chief, *Clinical Pharmacology*  
**Wuhong Li, Vice President of Technology**

Healthcare outcomes can be improved by providing clinicians with timely, accurate, clinically-relevant drug data during the decision-making process. It is on this fundamental principle that Gold Standard's core product, *Clinical Pharmacology*®, was conceived more than a decade ago, and that guides our product evolution today.

This belief has remained a driving force throughout Gold Standard's history of delivering innovative drug information solutions to the practice of pharmacy, including the most recent launches of *Clinical Pharmacology OnHand* and *eMPOWERx*™.

"With core competencies in clinical content and technology, coupled with a tenacious commitment to product quality, customer service and delivering premium content through user-friendly applications, our mission is to be an industry-leading provider of clinical health information and services for professionals and consumers," said Russell S. Thomas, CEO of Gold Standard.

For many, this combination of peer-reviewed clinical content and user-friendly technology is the greatest appeal of Gold Standard's flagship product. Updated in real-time and offering comprehensive information on all U.S. drugs, *Clinical Pharmacology* is the most current source of drug information on the market, offering a unique set of features that are ideally suited for use in acute, long-term and primary care, as well as retail pharmacy settings.

At the VA Medical Center, Indianapolis, pharmacists utilize *Clinical Pharmacology* to access the information needed to respond to medication questions, while nurses run patient education information and interaction screenings.

"*Clinical Pharmacology's* patient drug monograph printouts and I.V. drug incompatibility searches are very popular among the nurses and pharmacists," said Gary Burris, MS, RPh, Clinical Pharmacy Specialist. "The electronic format is especially useful

for our decentralized pharmacists who do not have access to the text drug references, and yet are expected to provide quick answers for nurses and patients. The answers we need are readily available."

The appeal of *Clinical Pharmacology*, which has been accepted as a professional drug information reference by all 50 state boards of pharmacy, does not end there. Some users find they have favorite features, such as the search functions or herbal supplement information. Others appreciate the real-time updates and variety of delivery formats—including Internet, intranet and

Windows CD-ROM for PCs, laptops and networks. *Clinical Pharmacology OnHand*, available for Pocket PC and Palm operating platforms, also keeps mobile technology users connected.

"I use it to look up specific medications used for specific dis-

ease processes. The program is updated often, which means that I can usually find the information I need even if the medication in question has been recently marketed," said Brenda Rappold of the VA Medical Center in Beckley, W.Va. "Because time is of the essence, I appreciate having quick access to reliable drug information right at my fingertips."

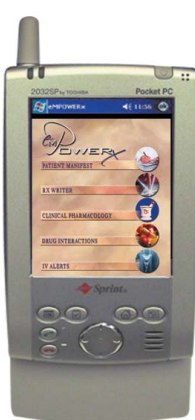
The most recent addition to the Gold Standard family taps into that need for drug information on the fly. A secure, wireless Pocket PC/PCS phone, *eMPOWERx*™ delivers quick and easy access to an unprecedented level of need-to-know patient and drug information at the point of care. Florida Medicaid physicians—the first to use *eMPOWERx* under a program designed to reduce medication errors and fraud and abuse while improving patient outcomes—are able to instantly access patient-specific prescription histories, which are then overlaid with drug information, drug interaction screening tools and Florida Medicaid's preferred drug list.

Not only are physicians able to better-monitor patient compliance, but they also have access to information that is critical to sound patient care and informed decision making, noted Bryan Bognar, MD, of Tampa, Fla. "Quality patient care begins and ends with accurate, real-time, point-of-service information," Dr. Bognar said. "*eMPOWERx* addresses some of the more critical information needs of physicians, including the ability to review prior prescriptions filled, drug-drug interaction checking and preferred drug list status, in a way that easily integrates itself into a busy practice."

Gold Standard, which has been recognized by such organizations as Microsoft®, Inc./Cisco, eHealthcareWorld and Ernst & Young, is not content to rest on its laurels. "Our greatest challenge is ensuring that our products remain on the leading edge of innovation and functionality for our customers," Mr. Thomas explained. "That is why we proactively solicit feedback from our customers to find better ways to arm them with the drug data and clinical support tools they need to best care for their patients and improve return on the investment in our products and services."



Following a private demonstration of *eMPOWERx* (left), Gov. Jeb Bush, R-Fla., commended Gold Standard's system as an excellent example of a proactive approach to "reducing costs and improving health outcomes by empowering physicians through the use of innovative technologies ..."



In a hospital setting, physicians, nurses and especially pharmacists need fast and reliable drug information. *Clinical Pharmacology's* real-time updated, concise and clinically relevant content is key in providing just this.