



## Backgrounder

**www.DoubleCheckMD.com** – created by Enhanced Medical Decisions, Inc. – is a first-ever, easy-to-use Web site that utilizes "natural language" search technology to help consumers and medical professionals quickly discover dangerous and potentially life-threatening drug side effects and interactions. **www.DoubleCheckMD.com:**

### **Delivers CRITICAL INFORMATION ... in seconds**

- Searches that used to take hours now take seconds.
- With **DoubleCheckMD**, powerful technology "reads" medical information like a human, except in seconds.
- Adverse drug events that were previously overlooked because of time constraints are uncovered.
- Traditional sources of drug information require manual search through side effect information, one drug at a time; then you have to look-up drug interactions as well – pair by pair. **DoubleCheckMD** searches both – simultaneously - and provides results with the click of a mouse.

### **FASTER information with built-in INTELLIGENCE**

- Sophisticated technology analyzes information much like a highly skilled professional.
- "Recognizes" disease-symptom connections – 'knows' that the side effect "encephalopathy" can present as confusion, headache, coma, etc even if these are not listed side effects.
- "Understands" what you mean, not just what you say – "knows" that "headache", "my head is killing me", and "occipital neuralgia" are related and searches side effects accordingly.
- Automatically translates medical terms into language that consumers understand.
- Generates reminders about critical lab and diagnostic tests that need to be monitored.
- In summary: built-in intelligence recognizes adverse drug reactions that other programs overlook.

### **PROFESSIONAL-LEVEL, RELIABLE, COMPREHENSIVE information**

- Uses standard professional medication databases for the most reliable evidence-based information.
- Covers all prescription and over-the-counter drugs, and many herbal preparations.
- Includes over 60,000 drug interactions and more than 150,000 side effects.
- Includes sources and references for all results.
- Continual updates from medical literature provide an up-to-date, reliable experience.
- Other drug information resources allow physicians to check drug interactions and drug side effects sequentially – an analysis that can take hours if performed comprehensively. **DoubleCheckMD** accesses both types of information simultaneously, within no time at all.
- Only source of professional-level information available to consumers.
- For the first time, a comprehensive ADE information search can be performed in a reasonable amount of time.



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### It's the most PERSONAL

- Allows you to save your personal drug information
- Receive customized recommendations for labs, next steps, etc.
- Print report that can be shared with patients/physicians.
- Decreases the need for uncomfortable, costly diagnostic tests by pinpointing an ADE-related diagnosis earlier in the process.
- Translates medical terms into understandable text.
- Empowers consumer participation in ADE detection which, at its best, is a team effort between a patient and his/her physician.

### It can SAVE LIVES

- Timely information and early detection saves lives.
- By uncovering previously unrecognized ADEs, life-saving interventions have been performed in the nick-of-time.
- Over 60,000 people a month – including consumers and physicians - from more than 200 countries around the world currently use **DoubleCheckMD** to check for adverse drug events.
- Physicians who previously had little time to research potential ADEs find themselves doing so often because of **DoubleCheckMD**.
- Consumers with “mysterious” symptoms have solved the mystery using **DoubleCheckMD**.
- See testimonials and real-life stories at [www.enhancedmd.com](http://www.enhancedmd.com)
- For more information, please try the product at [www.doublecheckmd.com](http://www.doublecheckmd.com) or learn more at [www.EnhancedMD.com](http://www.EnhancedMD.com)

**Enhanced Medical Decisions, Inc.** is an award-winning health information technology (IT) company that develops advanced "natural language" solutions to address healthcare industry issues. **Enhanced Medical Decisions, Inc.** delivers detailed, personalized, understandable and often critical medical information to consumers and medical professionals. Founded in 1999, the Cambridge, MA-based company is led by Harvard-trained physician and medical technology innovator, Dr. Marlene Beggelman, and a team of software engineers. As it rolls out successive products on [www.DoubleCheckMD.com](http://www.DoubleCheckMD.com), **Enhanced Medical Decisions, Inc.** continues its mission to build the best health IT products available online today. Enhanced Medical Decisions, Inc. was a FierceHealthIT "Top IT Health Innovator for 2007." For more information, please see: [www.enhancedmd.com](http://www.enhancedmd.com) and [www.DoubleCheckMD.com](http://www.DoubleCheckMD.com) or contact: Jeanie Ryan at [jeanie@enhancedmd.com](mailto:jeanie@enhancedmd.com) or call 603-235-5266.

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