

the beat



Brossard, April 22, 2008 – ZoomMed (TSX-Venture Exchange: ZMD), developer of the ZRx Prescriber intended for physicians, is proud to announce the signing of the ZRx Prescriber Software Licence Agreement with Pulse Rx LTC Pharmacy, which specialises in Clinical Pharmacy Services for Retirement Homes and Long-Term Care facilities in Ontario.

“Within the framework of this Agreement, ZoomMed will implement a Prescription Data Capture System at Pulse Rx LTC Pharmacy. This system, combined with the ZRx Prescriber, will allow a much more convivial communication between the Physicians and the Pharmacists, and will substantially reduce illegible handwriting and reading of Medical

Prescription errors.” stated Mr. Yves Marmet, President and Chief Executive Officer of ZoomMed Inc.

“At Pulse Rx, we consider pharmaceutical knowledge and consultative services paramount, and we reinforce these with the most up-to-date dispensing systems and emergent software applications available.

We will consistently strive to develop more innovative and efficient systems to help our clients attain their goals.”, stated Mr. Rick McGlone, President of Pulse Rx LTC Pharmacy.

Since the ZRx Prescription launch, one and a half years ago, nearly 2,000 doctors adopted it, making it the most widespread Electronic Prescriber in Canada.

About the ZRx prescriber

The « ZRx Prescriber » is a Web application that runs on a pocket computer or a PC. The tool is used by physicians to fill out prescriptions and make them available to pharmacists, who can view them online via unique barcodes and confirm them using the physician’s signed copy. Prescription errors (illegible handwriting, incorrect dosage, drug interactions) lead to 700



fatalities and 150,000 hospitalizations every year in Canada, representing \$613 million in additional healthcare costs.

The « ZRx Prescriber » also gives physicians access to a portable source of medical information generated by the pharmaceutical companies and private or public organizations that use this revolutionary new communication tool. Thanks to the « ZRx Prescriber », thousands of Canadian physicians can now have access to vital information such as clinical studies, scientific discoveries, new product launches, medical training information and major medical alerts.

For further information on Pulse Rx LTC Pharmacy and our services, please visit us at www.pulserx.ca.

For further information on Zoommed, the distribution and/or integration of the ZRx Prescriber to your solution and the Professional Allowance Program, visit their website at www.zoommed.com.

Resident Assessments Focusing on Pain Management

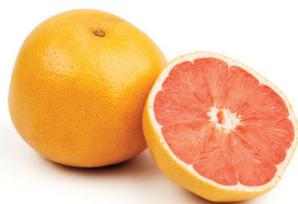


Did you know chronic pain affects approximately 80% of residents in long term care and approximately 3/4 of residents do not receive appropriate therapy?

The barriers include a lack of education, occasionally the prescribing patterns of the physician, as well as common beliefs about pain in the elderly. Some of those beliefs include:

- ✓ *Pain is expected with aging*
- ✓ *Pain sensitivity and perception decrease with aging*
- ✓ *If an elderly person does not complain of much pain, they must not be in much pain*
- ✓ *A person who has no functional impairment and is occupied in activities of daily living must not have significant pain*

The consultant pharmacist at Pulse Rx Inc equipped with specialized audits such as the Narcotic PRN Audit will assess the facility on patterns of narcotic usage. The consultant will also will reevaluate every resident who is on PRN Narcotics and ensure the dose is correct taking into consideration the resident as a whole, pain control and the minimization of opioid induced adverse effects. Furthermore, the consultant pharmacist will teach a course to all registered staff on Pain Management Guidelines including how to monitor and handle opioid induced adverse effects. Audits, education, resident assessments, and helping the facility to choose the right assessment tools are examples of the many services available at Pulse Rx Inc to enhance the quality of life for your residents.



drug interactions

A drug interaction occurs when one drug interacts with another drug. A drug interaction may also occur with medications and something that you are eating or drinking. Drug interaction can make your medications become less effective, increase the action of your medication, or may increase your risk for potential dangerous side effects.

There are three types of drug interactions:

1. Drug-drug interaction

Two or more drugs interact with each other. This can occur with combining prescription, over the counter medications, vitamins, supplements and herbal products.

- Combining aspirin with a prescription blood thinner can cause excessive bleeding.
- Taking an herbal supplement (ginkgo bilboa) with an aspirin can cause bleeding.
- Taking a prescription medication to help you sleep (sedative) and mixing with an antihistamine (allergies) can cause drowsiness and slow your reactions.

2. Drug-food interaction

When a drug interacts with something you have eaten or drank.

- Grapefruit affects more than 50 prescription drugs, which can increase the action of the medication.
- Mixing with alcohol can slow your reactions and cause dizziness.
- Dairy products can interfere with antibiotic absorption.

3. Drug-condition interaction

When a medication interacts with an existing health condition.

- Taking decongestants can cause an increase in blood pressure and can affect those with high blood pressure.
- Diuretics can increase blood sugar and affect those with diabetes.

Prevent Drug Interactions

1. Discuss medications with your physician or pharmacist. Ask the following questions.

- *Can I take this medication with over the counter medications?*
- *What is this medication used for?*
- *How often should I take this medication?*

■ *Are there any foods or drinks I should avoid while taking this medication?*

2. Check the labels on your medications for any warnings and to ensure you are taking the correct medication.

3. Make a list of all your medications, including over-the-counter, vitamins, and supplements, and give to your physician.

4. Read all material related to your medications given to you by your physician or pharmacist.

5. Call your physician or pharmacist with any questions related to your medications before you take them.



abuse & neglect

Love Shouldn't Hurt

Although tensions can mount in the most loving families and result in frustration and anger, an emotionally damaging or physically forceful response is not okay. When this happens, call for a time-out, and call for help.

Physical abuse is defined as using force or violence (pushing or slapping) to get a person to do something, or using confinement or restraints (overmedicating, tying hands) to prevent a person from doing something. The dangers of physical abuse are easy to see, but emotional abuse is also unhealthy and damaging. Continued shaming, harsh criticism, or controlling behaviors can damage the self-esteem of either person. Neglect is defined as providing inadequate food, water, clothing, shelter or help with personal hygiene and health care. (When medically and legally sanctioned, the withholding of nutrition and hydration at the end of life or when a person is in hospice care is not defined as neglect.)

People with dementia are especially vulnerable to mistreatment. Understanding dementia, knowing how best to communicate with a person with dementia, and having adequate support for yourself can go a long way toward preventing these very upsetting situations.

Knowing the Signs

Knowing the signs and symptoms of abuse can help you determine if a problem exists.

Signs and symptoms may include:

- * Physical injury—Bruises, cuts, burns or rope marks; broken bones or sprains that can't be explained.

- * Emotional abuse—Feelings of helplessness, a hesitation to talk openly, fear, withdrawal, depression, feelings of denial or agitation.
- * Lack of physical care—Malnourishment, weight loss, poor hygiene, as well as bedsores, soiled bedding, unmet medical needs.
- * Unusual behaviors—Changes in the person's behavior or emotional state, such as withdrawal, fear or anxiety, apathy.
- * Changes in living arrangements.
- * Unexplained changes, such as the appearance of previously uninvolved relatives or newly met strangers moving in.
- * Financial changes—Missing money or valuables, unexplained financial transactions, unpaid bills despite available funds, or sudden transfers of assets.

Be alert to the senior's comments about being taken advantage of.

Types of Elder Abuse

Sometimes caregivers become exhausted, and resentment starts to build, especially when caring for someone with dementia or a very difficult or abusive person. Elder abuse can take many forms:

- * Neglect—Refusing to provide food, medicine and personal care such as bathing or helping a person with toileting; overmedicating; or withholding eyeglasses, dentures or walking aids.
- * Physical violence—Slapping, kicking or sexual abuse.

- * Emotional abuse—Intentionally keeping the person from friends and family; verbally attacking or demeaning him.
- * Financial abuse—Stealing money, credit cards or property; tricking a senior into signing documents, such as wills.

If a senior's behavior changes and appears to be fearful of a caregiver or family member and you suspect elder abuse, call your local Area Agencies for help.

Elder Financial Abuse

Predators robbing seniors of their hard-earned savings has been called "the fastest-growing crime in the country." Most seniors never report abuse, because they're too scared or too ashamed, especially when the bad guy is a family member or caregiver. The National Center on Elder Abuse estimates that only one in four cases are reported.

Unscrupulous people manipulate elderly people into giving their consent for financial transactions, be aware of:

- * Sudden changes in a senior's banking habits
- * Checks written to unusual recipients or large credit card transactions
- * Sudden transfer of assets to a family member or acquaintance without a reasonable explanation
- * Complaints of stolen or misplaced Social Security and pension checks or credit cards
- * New signatories added to an elder's account
- * Abrupt changes in a will or other financial documents

Biography



Sameer Kapadia B.Sc.Pharm. CGP CRE

Sameer Kapadia is a Clinical Pharmacist with Pulse Rx LTC Pharmacy and has completed his Bachelors in Pharmacy from the University of Saskatchewan in 2002, internship at Hoegler's Pharmaplus where he was involved in Long Term Care and accepted a position as Clinical Pharmacist in 2003. Sameer completed Pain and Palliative Care level 1 in 2006. In 2007 he became a Certified Asthma Educator and a Certified Geriatric Pharmacist. In 2008 he became a Certified Respiratory Educator. Sameer has been involved in creating the implementation tools for the Registered Nurses Association of Ontario's Pain Management Guidelines. He has also educated the medical residents at John Radcliffe Hospital in Oxford UK on pain assessment. Teaches the Pain Management in the Elderly for the Ontario Pharmacists' Association. Sameer has co-authored Pulse Rx's "Administration Handbook for Oral Medications" to aid the nurses in administering medications appropriately. Currently Sameer is studying for his psychiatric specialty to become a geropsychiatric pharmacist.

abuse & neglect *Quick Quiz*

1. Physical abuse is defined as using force or violence (pushing or slapping) to get a person to do something, or using confinement or restraints (over-medication, tying hands) to prevent a person from doing something.
 T F
2. Neglect is defined as providing inadequate food, water, clothing, shelter or help with personal hygiene and health care.
 T F
3. People with dementia are especially vulnerable to mistreatment.
 T F
4. Emotional abuse is also unhealthy and damaging.
 T F
5. Knowing the signs and symptoms of abuse can help you determine if a problem exists.
 T F
6. If a senior's behavior changes and appears to be fearful of a caregiver or family member and you suspect elder abuse, contact the Adult Protective Services Agency.
 T F
7. Over-medicating a person is not a sign of abuse.
 T F
8. You can ignore the senior's comments about being taken advantage of because some people complain.
 T F
9. It is important to have a hobby to reduce stress and increase confidence.
 T F
10. Seniors always report financial abuse.
 T F

*Answers: 1-T; 2-T; 3-T; 4-T; 5-T;
6-T; 7-F; 8-F; 9-T; 10-F*

Next Newsletter

E-Mar News



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