

Bilcare embraceTM

Blockbuster Drugs and Personalised Medicines are most effective when taken regularly and consistently. Moreover, temporary replacement with generics or other brands, and complications from counterfeits or parallel imports can confuse a diagnosis and even endanger the patient.

Imagine, therefore, empowering the patient to authenticate your branded product before each course is started.



Imagine if this could be machine-readable for rapid and unequivocal verification, providing you with data of usage and providing the patient or his/her doctor with important clinical updates or news.

Moreover, imagine if you could develop a long term and trusted relationship directly with the patient.

Such a solution is available from Bilcare, an established global player in the pharmaceutical packaging industry. The solution is called **embraceTM**.

Bilcare Technologies,
52 Changi South Street 1,
Singapore 486161.

Tel: +65 6395 4130

Bilcare Technologies,
601 ICC Trade Towers,
Pune 411016,
India.

Tel: +91 20 3025 7700

Bilcare Technologies Italia
presso Veneto Nanotech,
Via San Crispino 106,
35129 Padova, Italy.

Tel: +39 049 770 5522

Bilcare Technologies,
Malvern Hills Science Park,
Geraldine Road, Malvern,
WR14 3SZ, UK.

Tel +44 (0)1684 585 257



nonClonable[™] security labels attached to the blister packs provide the counterfeit protection and item-level identification. This enhances patient safety, protects your brand, and improves traceability.

The *embrace*[™] kit includes a low cost and easy to use handheld reader that connects to a patient's mobile phone or computer.

The patient swipes the medicine before starting each pack. This not only authenticates the blister, but updates the patient's diary and sets up a reminder for subsequent doses.

Information is transmitted and updated in real-time.

Subject to privacy measures, the patient, the doctor, the pharmacy, and you the brand owner are updated appropriately.

Better patient care is given, with improved compliance.

The brand visibility is enhanced leading to repeat prescriptions and increased revenue.

