

FOR IMMEDIATE RELEASE

July 17, 2013

## Patient Safety the key driver in Texas Pharmacy's Automation Acquisition

July 2013— Minneapolis MN, Crocus Medical is proud to announce that Senior Care Pharmacy of Plano, Texas, has implemented the MDM (Medication Detection Machine) as a key element in its provision of medication management systems to skilled and assisted living facilities. Senior Care Pharmacy in Plano began servicing its client facilities in December 2012 and has strategically positioned and committed itself to being the leader in long term care pharmacy with a special focus on patient safety and medication management across Texas.

"We at Senior Care Pharmacy are truly honored to be working with Crocus Medical. Their MDM technology is state of the art in helping us deliver the highest quality care to our customers. We are pleased to be a pharmacy organization that is one of the early adopters of this special technology that also adds efficiencies to the health care system while enhancing quality care." stated Lynn Connor, President and CEO of Senior Care Pharmacy.



The MDM is an automation tool designed to aid in the verification process of packaged medications. It is ideal for any hospital or long term care pharmacy utilizing automated packaging machines to produce multi dose cellophane pouches. The MDM verifies the shape, quantity and color of each medication dispensed in each pouch in seconds, a task which normally takes hours when performed manually, and it does so much more accurately than human review processes. Not only does the MDM verify the contents, it digitally stores an image of each pouch for future recollection, reports on all aspects of the pouch packaging process and cuts and winds the pouches as required.

Keith Anderson, R.Ph. Executive Director of Pharmacy at Senior Care states "Caring for the elderly and special needs residents in the long term care setting is an important job. Because most long term care facilities do not have on-site pharmacies, one aspect of the resident's care that needs special attention is managing their medication program. That's what we do at Senior Care Pharmacy. Senior Care Pharmacy can compete with national providers on pricing and services, but providing outstanding customer service is our primary goal... and the adoption and use of technologies such as the MDM, or Medication Detection Machine, ensures we are doing that safely and effectively."

"Senior Care Pharmacy's commitment to the latest in Medication Detection Technology with our MDM demonstrates their focus on medication error reduction in patient safety," stated Richard Van den Brink, the inventor of the MDM machine and a Principal at Crocus Medical, the company responsible for the sale of this technology in the United States. "Senior Care Pharmacy wanted a proven technology, given that patient safety is the focus. They will now be industry leaders in American Healthcare based on our 10 years of experience in verifying medication packaging around the world." said Van den Brink.

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Crocus Medical is dedicated to improving the safety of medication preparation through the development and supply of specialized error prevention products and equipment to the acute, long term, and community care markets. Crocus specializes in medication compliance and distribution systems and is backed by over 40 years of industry experience. For more information on Crocus Medical please contact Ben Szuuts at 1-888-927-6287 or visit Crocus Medical at [www.crocusmed.com](http://www.crocusmed.com).

Senior Care Pharmacy is a full-service long term care pharmacy in Plano, Texas, and will service most of Texas including Dallas, Houston, and San Antonio. For more information on Senior Care Pharmacy, contact Penny Methvin, National Director of Sales and Marketing at 205-310-3547 or [penny.methvin@scp-rx.com](mailto:penny.methvin@scp-rx.com).