

IMEDIGUIDE: COMPLETE MEDICATION INFORMATION IN A NEW IPHONE[®] APP



Anyone can now look up a medication's indications and unwanted side effects, its dosage and ingredients to avoid an overdose, or match a brand name medication with its generic counterpart, all in real time, thanks to the new **iMediGuide[®]** iPhone[®] application.

Paris, June 24, 2010 - RESIP, publisher of the Banque Claude Bernard (BCB[®])* database, the first medication database certified by the *Haute Autorité de Santé* (HAS) health authority, is launching an iPhone[®] app for the general public, **iMediGuide**. This easy-to-use application gives access to the medication information contained in this industry-leading database. It will give patients and their loved ones the ability to get reliable, verified information on medications any time, anywhere.

A similar RESIP iPhone[®] app designed exclusively for healthcare industry professionals has met with a great deal of success. As a result, the company has decided to launch a version for the general public.

How iMediGuide works

A search by medication name turns up indications, contraindications, warnings, unwanted side effects, ingredients, dosage, etc.

A second function lets users enter the name of a generic drug to get the name of the brand-name counterpart, for example Loperamide => Imodium. Generics are typically called by their chemical name, and the general public often does not know what the corresponding brand name medication is.

How to install iMediGuide on the iPhone[®]

On the iPhone or iPod touch, just click on the "**App Store**" icon, then search for "**iMediGuide**". In the application file, click on "INSTALL". Users can also download and install the app on a computer from the "**iTunes Store**".

iMediGuide 2010 is sold for €4.99, including tax.



* BCB[®] (Copyright Resip 2010) is currently used by more than 9,200 pharmacies, 13,000 independent physicians and 1,250 hospitals. It is also a widely used internet resource through partnerships with a variety of health-related websites (*SantéAZ*, *Doctissimo*, *Santé Magazine*, *E-santé*, *Tendance Santé*, and more).

About RESIP:

Cegedim Group subsidiary RESIP has been present in the healthcare sector for more than 25 years. It offers healthcare professionals a scientific database to help with medication prescription and delivery: the Banque Claude Bernard (BCB[®]).

The BCB is incorporated into pharmacy management software, medical software and software for healthcare establishments. More than 23,000 healthcare professionals use the BCB daily and nearly 1,250 hospitals have access to the database through their intranet or management applications.

The leading player on the internet market, the BCB is also present via health sites and portals.

To learn more: www.resip.fr

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