



Software Engineering International, Inc.
1848 East 50th Street Suite 101
Inver Grove Heights, MN 55077-1284
(651) 306-9697 / Fax (651) 306-9698
www.seiproducts.com / sales@seiproducts.com

Thermo Rewriteable Technology

"On-site printing of prescription records"

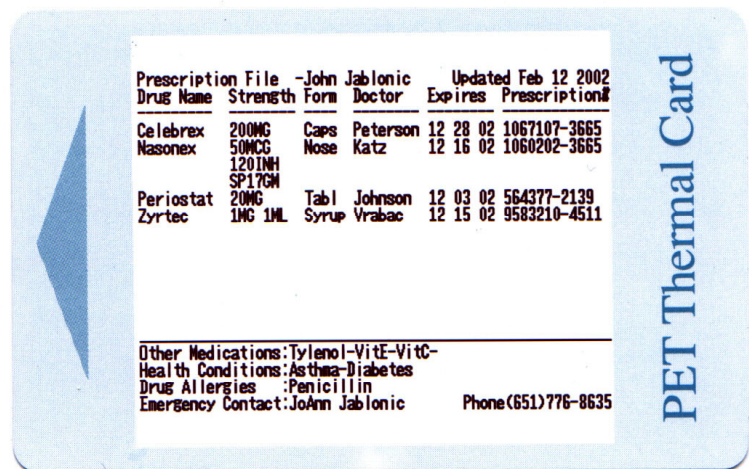
Pick up your prescription, insert your card, and in seconds walk away with a listing of your prescribed medications. Thermo Rewriteable technology available from SEI allows detailed pharmacy information to be printed at the counter. According to a recent NBC Nightly News story *"People over the age of 65 consume more than a third of all prescription medications in the United States. And as they and their medicines grow in number, there's growing concern about the elderly getting the wrong kind of drugs. In fact, almost a quarter of older Americans are sent to hospitals or nursing homes because of problems with medications"*. *"Drug interactions with elderly people can be a problem. It's not unusual for a patient getting six, seven, 10 medications at the same time and so these drug interactions can be significant"*. One suggestion in the story is the recommendation to: *"Bring all of your medicines to the doctor with you – even the over-the-counter drugs and herbal remedies – so your doctor can see everything you are taking"*. For many reasons we know this would not be well received by clinics and doctors due mainly to the uncertainty and miss organization of people's prescriptions.

The sub title of the story states, *"Experts urge seniors to track prescriptions, ask questions"*. A pharmacist quoted in the article says: *"It would be very good if the patient would have a list of medications, who prescribed it, the dose, the directions"*.

SEI believes that the Rewriteable Technology would be the answer to many of these issues if sponsored by the retail pharmacy filling individuals prescriptions. Rewriteable technology will bridge the divide between available information and real time information. Through the use of a potentially multi functional PET card, a pharmacy patron would hand the pharmacist/cashier their Pharmacy card when picking up their prescription and the

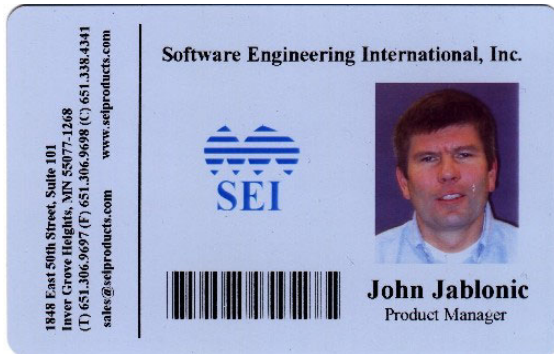
pharmacist/cashier would insert the card into the reader/writer for an update to the customers prescription history. The total time from insertion to ejection of the updated card is less than 10 seconds. With no input required by the pharmacist/cashier other than to insert the card, the transaction of payment for the prescription can be completed while the card is updating. The individual who carries this card will have as complete a prescription history including health information as possible. This information is then available to be shared with their doctor, care giver or emergency personnel.

Thermo rewriteable printing is performed by the reaction of a heat applied to a special recording material layered on a PET (PolyEthylene Terephthalate) card. PET cards are: ♦ thin (1/3 the thickness of credit cards) ♦ flexible ♦ inexpensive ♦ light weight ♦ highly durable-plastic cards. PET cards can be customized with: ♦ images ♦ pictures ♦ Holograms ♦ Watermarks and other identifying features. PET card applications include: ♦ ID badge ♦ Time & Attendance and, or access control by either bar code and, or Magnetic stripe ♦ Debit card for parking, cafeteria, employee store purchases, etc. PET cards can also be embedded with an IC chip.





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This PET card has both a bar code and magnetic stripe. The magnetic stripe is located between the card layers and although not visible, it is there and works. With the magnetic stripe “buried”, there is less wear on the data and the card will not degrade or demagnetize as easily as a standard magnetic stripe card. The rewriteable side of the PET card can be renewed 500 times. Information printed to this card is supplied from a pharmacy system database by a query command initiated from the reader/writer device when a card is inserted. PET cards are thermally printed and do not require an ink based print head.



Thermal rewriteable printing offers:

- ◆ Immediate updating of a customer's prescription record.
- ◆ Important medical information available at all times.
- ◆ Eliminates uncertainty regarding prescriptions in use, strength of dosage, who prescribed, how administered, and other related health and contact information.

This low cost method by which retail pharmacies can print and provide real time and relevant medical information, is a potentially life saving device for use by emergency personnel when determining how to treat an individual. In addition this vital information will be invaluable for use by doctors in evaluating future prescriptions and as a tool for diagnosis and prevention of adverse drug interactions.

Please call to request additional information or to schedule a product demonstration.