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McCARTHY MEDICAL MARKETING

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Larta Institute

National Institutes of Health Commercialization Assistance Program (NIH-CAP)

Company Profile

Industry Sector: Medical/Healthcare IT and Education

Company Overview:
We design cutting-edge research-based educational programs using the latest techniques and technologies to enhance and improve the lives of the public and the professionals who provide healthcare. We create computer-based tools and systems to produce electronic medical records (eMR) within the HIPAA and FERPA guidelines in specific healthcare sectors.

Target Market(s): Schools, Foster Care, Mental Health Facilities, Prisons, Elder Care, Acute and Chronic Care Facilities

Key Value Drivers

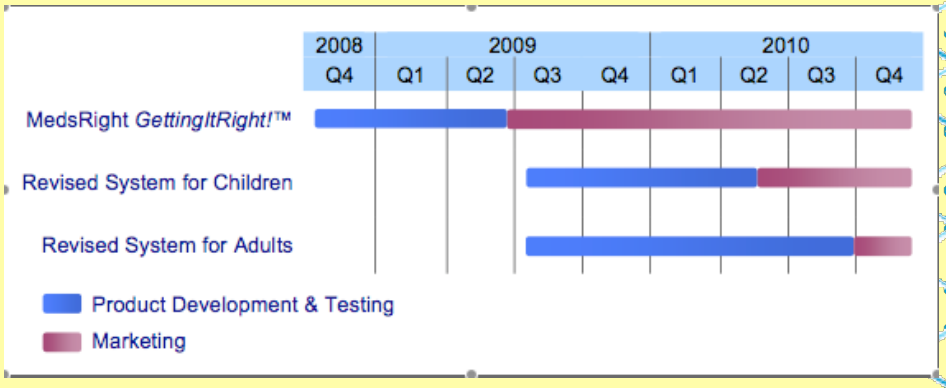
Technology*: MedsRight *Getting It Right!*™ for schools is a unique system for training school employees to give medication under the supervision of a school nurse and to document that task with an automated tool that reduces the likelihood of errors. This system allows school nurses to monitor medication administration in many schools and with many students from one location and to quickly identify medication administration problems and develop solutions.

Competitive Advantage: This sector has been neglected through funding and concern about these issues that affect children and adults across the nation. Due to the lack of funding, there is little interest to develop products for this sector.

Plan & Strategy: To market our initial product to schools and create partnerships with industry and foundations.

Management

Leadership:
- Peggy McCarthy, MBA, CEO
- Carol Damm, MA, Grants Manager
- Keng Chuang, MBA, Marketing
- Pam Rivers, MA, Associate

Scientific Advisory Board:
- Karla Birkholz, MD, FAACP, Primary Care Physician
- Bret Fuller, PhD, Clinical Psychologist and Biostatistician
- Vicki Taliaferro, RN, BSN, National Consultant School Nurse
- Cheryl Smoot, RN, PHN, MPH National Consultant School Nurse

Product Pipeline