

Pharm I. R., Inc.

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U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



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

## Company Profile

**Industry Sector:** Health care, health information technology

**Company Overview:** We are a small company specializing in developing innovative software systems to make pharmacy systems safer and more efficient. We have special expertise in the prediction, detection, prevention and remediation of wrong drug errors, especially those caused by drug name confusion.

**Target Market(s):** Hospitals, integrated health care systems, chain pharmacies, mail order pharmacies, pharmacy benefit managers, pharmacy wholesalers

## Key Value Drivers

**Technology:** Our core technology is a system that can predict the probability that two drug products will be confused, based on similarities and differences in the drug name and other drug product characteristics such as indication, dosage strength, route of administration, and dosage form. The system can be used for prevention and detection of wrong drug errors.

**Competitive Advantage:** Our techniques have the most scientific validation. The leaders of our company are world leaders in understanding the problem of drug name confusion and have relationships and ongoing collaborations with regulatory agencies, Pharma companies, and leaders of pharmacy systems both nationally and internationally.

**Plan & Strategy:** To refine and validate our system in the VA and then proceed to market it to other large, integrated pharmacy and healthcare systems.

## Management

**President:** Bruce L. Lambert, Ph.D. is an internationally known expert in the prediction, detection and prevention of drug name confusion. When not leading Pharm I. R., Inc., he is Professor in the Department of Pharmacy Administration at the University of Illinois at Chicago College of Pharmacy.

**Senior Scientist:** Clement Yu, Ph.D. is a world renown expert in databases and information retrieval. His expertise supports the design and evaluation of Pharm I. R.'s core technologies.

**PI, Senior Scientist and Lead Developer:** King Lup Liu, Ph.D. is an expert in databases and information retrieval with more than 20 years experience in academic and commercial software development.

## Product Development

**First Product:** SafeDrugNames.com is a web-based drug name search engine that uses proprietary search algorithms to help customers screen drug names for confusability. The user inputs a query name, and the system returns a list of existing drug products, ranked in descending order of confusability to the query name. Users can also perform similarity searches based on dosage strength, dosage form and route of administration. The product is currently used by industry and government to evaluate new drug names prior to approval.

**Future Product:** We are currently developing a computer system for detecting wrong drug errors in large, integrated, electronic medical records databases. The system combines information about the probability of confusion between certain pairs of drug names with prescription refill data and diagnostic information to identify drugs that have been prescribed or dispensed in error. When implemented and validated, this system will provide the first ever automated measurement of wrong drug errors, greatly enhancing the ability of hospitals, pharmacies and health systems to detect errors, reduce harm and improve the safety of their systems.

