



NEWS
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iMPak Health releases the Kraken *Kraken is the solution to medication monitoring*

Neptune, New Jersey, January 31, 2013 — Nearly 50% of the prescriptions written every year in the United States aren't taken as directed – or at all.

As an increasing number of patients refuse to comply with their own physician's medication guidelines, spikes in our country's number of acute care and nursing home admissions and physician visits will continue. The New England HealthCare Institute estimates these costs to be \$290 billion and rising.

“When patients are being discharged home from the hospital, they are more vulnerable to medication adherence challenges,” said James Clarke, MD, vice president of clinical effectiveness at Ocean Medical Center. “If patients do not take their prescriptions as prescribed by their physician, they are at risk for preventable emergency room visits and hospital admissions.”

“All hospitals are focused on trying to reduce preventable readmissions, and lack of compliance with medication is area of focus to improve overall patient care,” he added. In response to this growing problem, iMPak Health has released their latest product: [Kraken](#).

Kraken is the iMPak Health solution to medication monitoring in the digital age, a unique, user friendly alternative allowing patients and physicians to organize, track and outline prescription schedules freely and accurately.

Here's how Kraken works:

1. Users update medication management system according to prescription schedule
2. Data is uploaded to a Bluetooth 4.0 enabled device using the Kraken app
3. Data is ready to share with individual physicians or family members in the form of a compliance report

With Kraken, iMPak Health aims to simplify the core elements of medication management, including sorting and reminding, compliance and symptom tracking. With

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the increasing push toward "performance based" payment initiatives, it is becoming even more important to track not only compliance, but patients' overall reaction to medication.

Kraken's key advantages

- User Friendly
- Portable
- Promotes patient engagement and self management
- Fits into any daily routine
- Easily generates reports for patients, doctors and family members

"We are really excited to launch the Kraken medication management solution. Our first pilot program will be targeted at increasing medication compliance for diabetes medications among Meridian Health employees" says Sandra Elliott, director, consumer Technology and Service Development at Meridian Health.

To learn more about Kraken and how to participate in early pilot programs, visit www.impakhealth.com.

About iMPak Health

Founded by Meridian Health, a not for profit leader, iMPak Health brings together the latest in wireless technology and the front-line know-how of today's health care environment to provide consumers and patients with effective and intuitive tools to better manage their health. iMPak Health's mission is to become a leader in developing, easy-to-use devices to screen, diagnose, and monitor health conditions.

About Meridian Health

Meridian Health is a leading not-for-profit health care organization in New Jersey, comprising Jersey Shore University Medical Center and K. Hovnanian Children's Hospital in Neptune, Ocean Medical Center in Brick, Riverview Medical Center in Red Bank, Southern Ocean Medical Center in Manahawkin, Bayshore Community Hospital in Holmdel, and Meridian Partner Companies that include home health services, skilled nursing and rehabilitation centers, ambulatory care, ambulance services, and outpatient centers. Meridian Health has consistently been rated among the top performing health systems in New Jersey for clinical quality, is one of the FORTUNE "100 Best Companies to Work For", and is the recipient of numerous state and national recognitions for patient care and nursing excellence, including the distinction of being the first health system in the country to receive Magnet designation for nursing.

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