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Omnicell Launches Innovative Medication Adherence Automated Pharmacy Solution to Increase Pharmacy Efficiency and Profitability

Omnicell VBM 200F fills and checks SureMed multiple medication blister cards

MOUNTAIN VIEW, Calif., Feb. 14, 2017 /PRNewswire/ -- Omnicell, Inc., (NASDAQ: OMCL) today announced the introduction of the Company's leading-edge automated multimed packing solution to assist pharmacists in improving their patients' medication adherence. The Omnicell VBM 200F expands Omnicell's medication adherence product portfolio to include an automated system for filling and checking its SureMed[®] by Omnicell[®] multimed blister cards. These cards greatly reduce the complexities of managing and taking multiple medications. This technology will help enable growth-focused pharmacies to scale their adherence programs and improve patient outcomes.



The Omnicell VBM 200F is an automated solution that both efficiently and accurately fills and checks SureMed multimed blister cards. By automating many steps of the packing process, this machine reduces manual labor, cuts operational costs, and diminishes the possibility of human error. The proven visioning system has been used successfully in leading packaging equipment for over 12 years, and helps ensure the accuracy of medications included in each customized SureMed blister card through size, shape, and color. This solution is designed to support pharmacists' efforts to help patients stay true to physician-prescribed medication regimens and strengthen customer refill loyalty.

Omnicell now has a complete set of solutions supporting the medication adherence [ecosystem](#). The unparalleled portfolio includes the market-leading Time My Meds[®] medication synchronization software, the proprietary SureMed multimed blister cards, Guided Packing, and automated packaging solutions including the VBM 200F and the M5000. Omnicell's announcements today are supportive of the growing awareness of the benefits of medication adherence among government agencies. In the United States, 18 states have now passed laws or implemented regulations to alleviate financial burden to patients or pharmacies when transitioning to synchronized medication regimens, and some states have begun providing reimbursement for multimed packages.

A coordinated program of medication therapy management, medication synchronization and adherence packaging can help keep patients healthy and decrease costs associated with medication nonadherence.¹ Each year, the avoidable cost of poor medication adherence is estimated at more than \$105 billion in the U.S. alone.²

With more than 30 million Americans taking five or more maintenance medications daily, pharmacists need ways to support the arduous task of keeping patients compliant. According to the World Health Organization, "although these medications are effective in combating disease, their full benefits are often not realized because approximately 50% of patients do not take their medications as prescribed."

"Omnicell offers our pharmacy partners an innovative suite of solutions designed to increase patient engagement and improve medication adherence, which can result in healthier outcomes and reduced healthcare costs," said Rob Seim, president, Global Automation and Medication Adherence at Omnicell. "In addition to the M5000, which remains a crucial part of our innovation strategy, the Omnicell VBM 200F will enable pharmacists to grow their business, and it reaffirms our commitment to offer solutions across the full spectrum of care."

About Omnicell

Since 1992, Omnicell (NASDAQ: OMCL) has been inspired to create safer and more efficient ways to manage medications and supplies across all care settings. As a leader in medication and supply dispensing automation, central pharmacy automation, IV robotics, analytics software, and medication adherence and packaging systems, Omnicell is focused on improving care across the entire healthcare continuum - from the acute care hospital setting, to post-acute skilled nursing and long-term care facilities, to the patient's home.

Over 4,000 customers worldwide use Omnicell[®] automation and analytics solutions to increase operational efficiency, reduce medication errors, deliver actionable intelligence and improve patient safety.

Omnicell's innovative medication adherence solutions, used by over 32,000 institutional and retail pharmacies in North America and the United Kingdom, are designed to improve patient adherence to prescriptions, helping to reduce costly hospital readmissions.

Recent Omnicell acquisitions, including Ateb, add distinct capabilities, particularly in central pharmacy, IV robotics, and pharmacy software, creating the broadest medication management product portfolio in the industry.

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¹ Effect of a pharmacy care program on medication adherence and persistence, blood pressure, and low-density lipoprotein cholesterol: a randomized controlled trial. Lee JK, et al, JAMA, December 6 2006 Vol 296, No. 21.

² IMS Institute for Healthcare Informatics. Avoidable costs in U.S. healthcare: the \$200 billion opportunity from using medicines more responsibly. June 2013 Available at: http://www.imshealth.com/deployedfiles/imshealth/Global/Content/Corporate/IMS%20Institute/RUOM-2013/IHII_Responsible_Use_Medicines_2013.pdf. Accessed May 7, 2014.

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