



Introduction

From TimerCap CEO Larry Twersky

Thank you for taking the time to evaluate the enclosed Prescription Misuse Prevention Kit. These kits have been developed by anti-drug coalitions, healthcare agencies, HIV Prevention groups, and other pharmaceutical organizations across the country to help provide better safety, more vigilance, and greater adherence to taking prescription medication as prescribed.

The kit uses a TimerCap, a stopwatch built into a prescription bottle cap that starts showing the seconds, minutes and hours since last opened. This is perfect for anyone taking a prescription to avoid accidental overdosing as they know if they did or did not take their medication. On purpose, THERE IS NOTHING TO PROGRAM OR ALARM TO SET. This makes it easy to hand out and use without instructions and allows anyone to avoid an accident, detect, and deter others from stealing or experimenting. These kits help homes become more aware of their medications at a price that can be deployed across your entire community.

How to speak to the community to care about their medication safety is something coalitions struggle with in their community all the time. We're dedicated to working with coalitions to provide a turn-key kit that covers the most important issues of preventing prescription misuse and increase patient safety while being the most effective way to drastically increase the number of homes protected with a limited budget. These kits and materials are the results and best practices that you can use to improve the safety and prevention in your community.

I am very excited to also share the attached script and guidelines for engaging your community to listen to your message. The attached script will teach the best practices other coalitions use to raise awareness, increase safety in the home, fundraise or even get radio, TV, billboards, and online coverage. Starting off with the patient first and explaining what's in it for them creates a meaningful conversation leading into them genuinely wanting to be more vigilant with their medication.

You will see amazing results using the script along with the Misuse Prevention Kits to create the changes you need for your community. We're excited to share this information with you and your team. I'm excited for you to see for yourself just how amazingly simple and effective it can be.

Please take the time to try the script below with someone new. I am confident you will see the amazing difference right away.

Sincerely,



Larry Twersky,
CEO, TimerCap LLC

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TimerCap

Getting People to Listen Building a Rapport

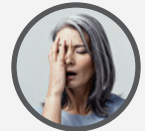
All too often when you try to educate the community, you run into the problem of people not wanting to hear what you have to say!

(Typical Conversation)



Did you know that 52% of abuse starts in the medicine cabinet?

Sorry, not interested.



People tend to shut down, and rightfully so. They believe they're good parents, they raised their kids better, and think their home is a safe one. To claim differently is questioning their parenting.

They key is to engage people to want to provide their home with medication safety. To do this, we need to ask them a question that they can connect to.

So let's try that. Start the conversation with identifying a common home issue with medication people usually relate with.



"Has anyone in your home ever forgotten if they did, or did not take a medication?"

Of course!



This sparks a very productive one on one conversation as the answer is almost always "Yes". Use this opportunity to discuss who was affected and what happened.

Next, let them know what you're really here to talk about! Connect the previous conversation to the main issue at hand. The person your talking to is invested in your cause.



"Accidental overdosing or under dosing is a real issue leading to medical complications and possible death. It's why we are here and want to give you something to help with taking your medication as prescribed."

This is where the six tips for medication safety come in. These tips have been refined to have a specific sequence to walk someone through the issues with the ultimate goal of increasing both patient safety and home safety.

Next, move onto telling your audience how to measure what matters and demonstrate value.

Measure



Most often people fail to protect their medications because they don't want to make drastic changes, especially if it's a hassle. Demonstrating TimerCap's simplicity shows people just how easy it can be to change their medication habits with the least amount of effort on their part!

Let's use the cap on the right as an example. Showing the time on the bottle ask:



How long ago was this opened?

30 minutes ago?



Now, If you have to take your medication every two hours, should you take it yet?

No, not yet!



Right, we need to wait another hour and 30 minutes. This is how simple it is!



Now hand them the bottle you were showing and say:



Imagine it's been 2 hours. Try to open the cap. Notice the timer stopped and the screen went blank. Now please put the cap back on the bottle. See how it is now counting up the seconds, minutes and hours, no matter what the instructions on dosing, you can track it. Would this be helpful for you?



Handing them the bottle while talking not only gives you more time to talk about what they need to hear, but it also captivates their attention. They want to see what it does and usually realize at this point that this isn't going to be a waste of their time, especially if they know they'll get a kit. This is the point where you can really get them on board with believing safety is necessary and needed. They'll *want* to do their part.

Monitor



We all know how important it is to be completely sober on the road and cover drugged driving.



Driving under the influence of pain medications is a real issue. Using the TimerCap, You should monitor the time since last opened as well as how you feel abilities and to see if enough time has passed prior to getting behind the wheel.

Taking prescriptions, especially opioids, before driving can impare judgement and hurt reaction times. It's necessary to monitor your last dosage to truly know if you're okay to drive. This is an often overlooked problem in the world of patient safety, and it being mentioned could save lives.

Manage



Patients' must always be able to safely manage their medication, and keeping track of medication is vital. We designed TimerCaps to fit most pharmacy bottles and come with a label and bottle included for extra assurance.



We can't stress enough how important it is to keep the label and safety information with the medication in case of an incident where every second can mean the difference between life or death, the emergency professionals don't have to guess. The TimerCap should fit your bottle, if it does not, most pharmacy labels peel off and can be move to the bottle we provide.

TimerCap's purpose is to be extremely flexible to patients. While our caps fit a majority of pharmacy bottles, We've designed the large caps to fit seamlessly with any of your patients prescription bottles! We also encourage you to keep the label and safety information with your medication. Large bottles and kit fit standard size RX bottles inside. Alternatively, if you're using the large bottle and placing the whole prescription bottle inside.



We can't stress enough how important it is to keep the label and safety information with the medication in case of an incident where every second can mean the difference between life or death, the emergency professionals don't have to guess. These large kits hold a standard prescription. Just drop your current prescription in and close the lid

Detect and Deter



Did you know that **52%** of all prescription misuse starts in the medicine cabinet? While it might not be someone in your immediate family, it could be a visitor, guest, or even workers who have access.

Most people will start to talk about who might get access to the meds. Use this information in your explanation how the automatic timer helps detect theft of medication down to the minute to deter possible thieves or experimenters from stealing medication knowing the real prescribed patient will quickly find out.



So if you were out all day and came home to take your medicine, if the timer showed just a few hours, would you know if someone has been in your meds?

Absolutely.



"Right, you can now see the exact time the intruder was in, because the caps restart every time you open them, it a great deterrent to keep kids and others out as they know they can be caught to the exact minute."

Dispose



Most families have older medication that they keep on hand long past what they were intended for. Taking these out of the cabinet and disposing of them safely is the only way to ensure they are not misused."

This can be very effective during National Prescription Drug Take Back Day! Best practices show that better incentives mean higher drop-off rates. By using a kit as an incentive, groups accomplish two needs with one deed. While they encourage getting rid of unused medication, patients are protecting the home at the same time.