ADVERSEEVENTS TO ANNOUNCE PRESCRIPTION DRUG SIDE EFFECT PAYER PRODUCT SUITE At AHIP Institute 2013, June 12-14 Las Vegas

Booth #10 Exhibit Hall in Entrance Way

HEALDSBURG, CA (June 4, 2013) AdverseEvents, Inc. (AEI) the leading healthcare informatics company focused on drug safety data, will be announcing at the AHIP Institute 2013 conference the introduction of a suite of products known as RxPayer™ that will reduce skyrocketing healthcare costs and improve patient safety.

This suite of products is based on its proprietary RxFilter™ technology that is designed to help inform, empower, recruit, analyze and monitor through the use of the most detailed information available on prescription drug side effects. Payers will have the ability to provide access to their networks via the RxPayer application.

By accessing the RxPayer application, Payers will be able to dramatically lower hospital readmission rates, improve overall patient care and outcomes and improve the relationships between providers/patients and providers/payers – all while increasing their internal ROI.

The **RxPayers Application** will:

Inform

Inform patients about their choices. ***A*** *free-of-charge* patient/consumer focused web application utilizing the RxFilter™ technology to serve as a one-stop-shop for all adverse event information, allowing the patient to actively participate in their healthcare.

Empower

Empower Provider networks to make better drug safety choices. By putting this information in the hands of the Provider, the doctor remains in control of the healthcare conversation.

Recruit

Recruit Providers to your network with a value proposition beyond cost. By implementing the ***RxPayers*** application, Payers are investing in their network**.** Doing so establishes commitment to the doctor-patient relationship and provides tools that allow their network to reduce total cost from drug adverse events, while providing them a value-added service and a further incentive to be an in-network Provider.

Analyze

Analyze your formulary on a true cost basis. Custom consulting with AdverseEvents to answer specific questions surrounding *Formulary Inversion*™ and *Formulary Omission*™. Perform practice group risk assessments to understand where the Provider relations group should focus their time, or conduct drug/class specific analyses, including real-time FAERS data extraction via FOIA requests, including full analysis by AdverseEvents analysts.

Monitor post-marketing safety signals to make preemptive decisions. Access ***AdverseEvents Enterprise,*** which includes direct RxFilter searching, custom data exports, and a dedicated AdverseEvents Solutions Consultant. Stay on top of the drug safety landscape through quarterly FAERS data release overview reports, drug specific in-depth analysis prior to FDA actions, and daily *Drug Safety Monitor* alerts.

AdverseEvents RxFilter™ provides complete data optimization of the FAERS dataset through a 17-step algorithmic process to make it completely accessible and searchable.

The RxFilter™ process:

- Corrects for drug name misspellings and incorrect data within the major fields
- Aggregates generic and non-U.S. brand name drugs under a single U.S. brand name
- Removes duplicate cases
- Layers in full MedDRA hierarchy
- Embeds PRR and ROR calculations
- Identifies common adverse event and condition types within the database
- Standardizes approximately 98% of the cases in each quarterly data upload

To learn more go to Booth #10 in Entrance Way of the Exhibit Hall to receive a complimentary white paper edition: 5 Steps to Lower Costs

About AdverseEvents, Inc.

AdverseEvents, Inc. (AEI) is a California-based healthcare informatics company that improves patient safety and reduces systemic costs through drug side effect data. AEI utilizes a unique data sourcing method called RxFilter™, a proprietary 17-step data refinement process that standardizes and normalizes the data from the FDA's Adverse Event Reporting System (FAERS) into a user-friendly, fully searchable database of all FDA approved medications.. AEI supports companies with vital information that improves patient safety, lowers cost, and speeds the path to appropriate treatment. With AEI, the healthcare industry is able to quantify the benefit-risk assessments of FDA approved drugs to fully understand the scope of safety issues, based on accurate rates of side effects from such medications.