

## When it comes to prescribing medicine, one size doesn't fit all!

**Personalized Medicine is a rapidly emerging field, and will profoundly change health care as we know it.**

In the current practice of medicine:

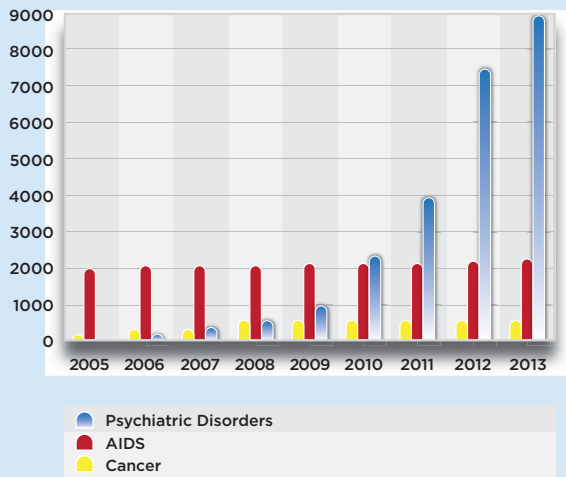
- Standard protocols often drive treatment
- Large clinical trials determine clinical guidelines through a "one size fits all" approach
- There are an average number of successful outcomes and an average number of treatment failures

**As a result ... every patient becomes part of the *average***

AssureRx recognizes that every patient is a unique individual and wants to take every patient out of the average. AssureRx can help personalize medicine by providing physicians with specific, genetic information for each of their patients through our pharmacogenetic tests and customized reports. AssureRx will lead the way in the psychiatric field, the largest segment of Personalized Medicine.

### Personalized Medicine Landscape

Current & Projected Annual Pharmacogenetic Tests (x1,000)

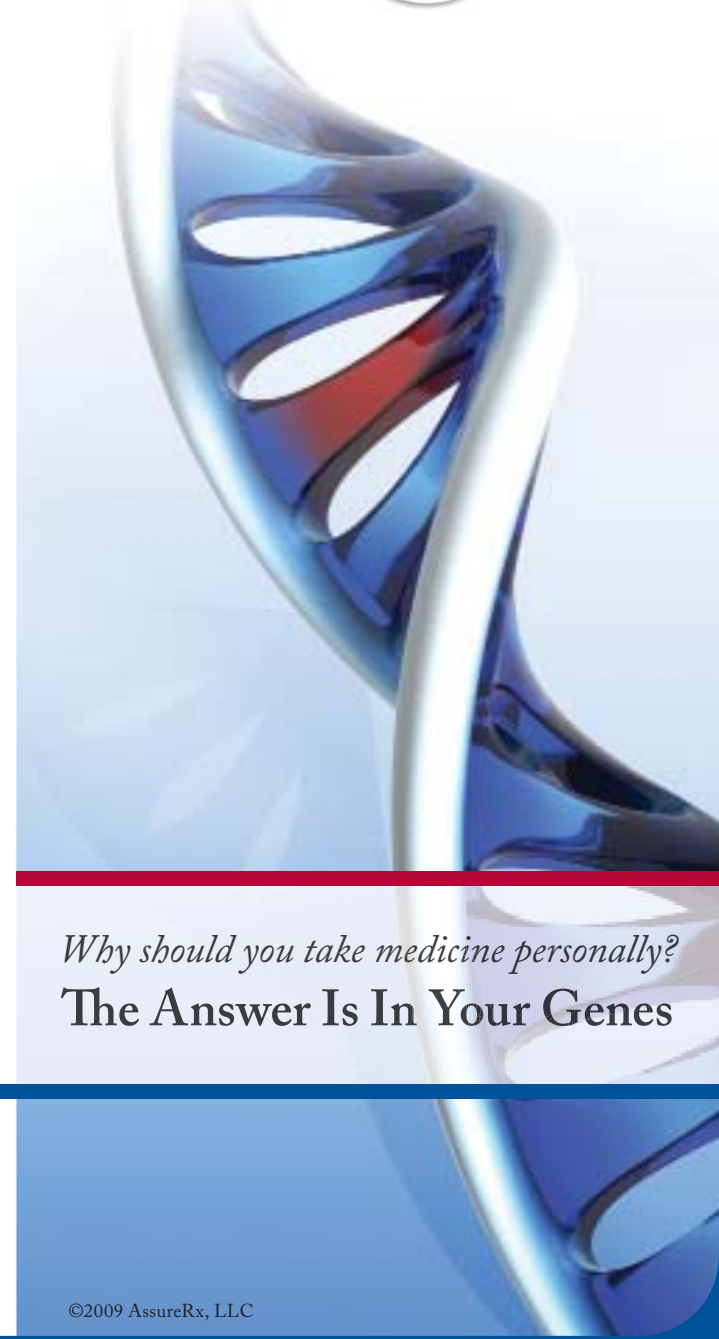


— Molecular Diagnostics for Pharmacogenetic Applications, Testing Volume, Cost Per Test, and Market Potential in the United States, Kalorama Information, October 2004.

## About AssureRx

Cincinnati-based AssureRx, is a personalized medicine company, dedicated to helping physicians determine the right drug at the right dose for individual patients suffering from a range of medical conditions. The company was founded in June 2006 to commercialize industry-leading, personalized medicine technology. Cincinnati Children's Hospital Medical Center and Mayo Clinic are equity holders and technology collaborators.

[www.assurerxhealth.com](http://www.assurerxhealth.com)



Rx Only

*Why should you take medicine personally?*  
**The Answer Is In Your Genes**

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## What is pharmacogenetics?

Pharmacogenetics is the study of how a person's individual DNA affects their response to medication. Every patient is a unique individual. This uniqueness is written into inherited genes.

Genetic differences:

- Can influence the efficacy of medications
- Can be the source of serious drug side-effects
- Can increase the risk for drug-to-drug interactions

**As much as 30% of the population may have important variant alleles which could affect how psychotropic medications affect each individual patient.**

- Production of CYP 450 enzymes is under genetic control
- The genes which produce CYP 450 enzymes contain a number of important polymorphisms
- These polymorphisms can affect the amount of enzyme available to metabolize medications
- The pharmacodynamics of medications can also be altered by genetic variations

**If physicians could consider genetic differences in a person's DNA, they may be able to make more appropriate medication choices for each individual patient.**

## GeneSightRx,™ a pharmacogenetic test from AssureRx...

Our lab developed test, GeneSightRx,™ uses cutting edge technology to measure and analyze several important genetic variants for psychiatric medicine. The resulting report reduces current research into an easy to understand explanation for health care providers.

- The results of the report can help a physician understand how a patient's unique genetic makeup may affect how certain psychiatric drugs work
- The analysis is based on pharmacogenetics - the study of the genetic factors that influence an individual's response to drug treatments - the FDA-approved drug label, scientifically valid published reports and/or proven pharmacology
- Quick turnaround time, combined with practical clinical experience and a report customized to a patient's genetic makeup, all help in making the best appropriate medication choices for each individual patient

**GeneSightRx,™ from AssureRx, tests not just one, but several important genes, which can help you better understand how patients may respond to different medications.**

What information you can expect:

- Insights into clinical relevance of identified SNPs, including pharmacokinetic influences on drug metabolism and pharmacodynamic effects on drug activity created by them
- Cautionary messages informing you of potential drug-to-drug interactions, toxicities and side effects
- A more refined picture of the patient, helping you to personalize medication selection

**The results of the testing can reveal genetic variations which, when taken in consideration with other factors, could help you choose more appropriate medications for each of your patients.**

## How does it Work?

