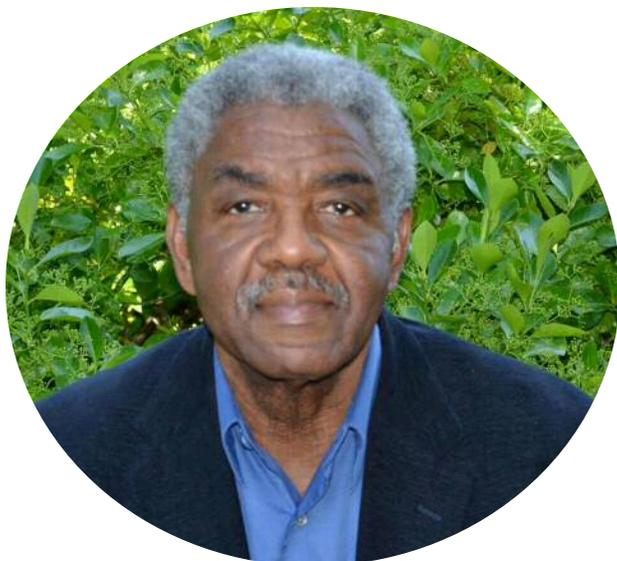


Personalized Prescription Non-Adherence Programs for Chronic Disease and HCV Patients



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Interview conducted by:
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CEOCFO: *Dr. Dansby, what is the idea behind Copharix?*

Dr. Dansby: The idea is to be part of the precision medicine trend and provide personalized healthcare services that better assist patients in addressing their healthcare needs.

CEOCFO: *Where does Copharix come into the picture?*

Dr. Dansby: We are a player in the precision medicine arena partly because of our unique innovative analytic methods for characterizing the factors that impact patient non-adherence to prescription medications. As you may know, patient non-adherence to prescription medications is a major factor impacting the quality of healthcare outcomes.

“Copharix is an important company because we are developing new electronic methods for delivery of healthcare services and new analytic methodologies for assessing patients at risk from health issues.”- Dr. Robert E. Dansby, Ph.D.

CEOCFO: *What might you look at and how do you analyze?*

Dr. Dansby: We collect information, with the permission of patients, from the patient’s electronic health records (EHR) which is one of the primary sources of data. We also conduct genomic testing of patients to identify patient characteristics that are associated with genetic disease risks. We utilize the information to develop predictors of healthcare impacts on patients.

CEOCFO: *Are there items you can look at in a medical record that perhaps less knowledgeable companies would not take into account?*

Dr. Dansby: The newest additional data we look at is the genomics health profile of patients. This information is not typically in the physician provided electronic health record.

CEOCFO: *What might you pick up and how does it make a difference?*

Dr. Dansby: A concrete example would be what we are doing in the area of Hepatitis C, also known by the abbreviation HCV or Hep C. HCV is sometimes called the silent epidemic, it causes serious health problems but it may not have symptoms that are easily recognized by patients. Patients can be infected with HCV for years and not even know it. Our HCV screening service is being offered to help people become more aware of HCV infection risks.

CEOFO: *What is a typical engagement?*

Dr. Dansby: We just announced on June 12th that we are rolling out our services in collaboration with MinuteClinic™. Our services are not fully available yet since we just started to roll them out. With that caveat, I would say that we will be marketing the HCV and Chronic Care Management programs to recruit patients to participate in our precision / personalized medicine programs focused on those two disease categories. We will leverage our collaboration with MinuteClinic™ to engage with patients at their large number of locations.

CEOFO: *How were you able to get an agreement with MinuteClinic™?*

Dr. Dansby: We reached out to MinuteClinic™ a little over a year ago and began having discussions about the potential synergy between their current services and our proposed personalized and precision medicine services. Through a series of discussions, we came to a mutual understanding as to how we could collaborate and be of benefit to patients.

CEOFO: *Would you be offering services under the PHACS brand?*

Dr. Dansby: Yes. We pronounce our PHACS brand as “facts”. It is an acronym for **P**ersonalized **H**ealth **A**ssessments and **C**linical **S**ervices.

CEOFO: *What made you decide to focus on Hep C first?*

Dr. Dansby: Hep C is a very important target to focus on. The Center for Disease Control (CDC) has estimated that more than 3.5 million people in the USA are living with HCV infections. Less than 10% of those are receiving treatment for the disease. As a result of new pharmaceutical drugs that have been introduced over the last few years, the HCV is often curable with a regiment of therapeutic treatments over eight to twelve weeks. Adherence to medication prescriptions is key to the effectiveness of HCV treatment therapies. That is why we are laser focused on medication adherence and methods to increase medication adherence for patients receiving treatment for HCV and Chronic Diseases.

CEOFO: *Are you funded for the steps you would like to take?*

Dr. Dansby: We are seeking strategic partners for certain aspects of what we are doing. For example, I mentioned our genomics testing initiative, for which we intend to work with one or more genomics testing companies. In fact, we are in negotiations with several such companies as we speak.

CEOFO: *What surprised you along the way?*

Dr. Dansby: One thing I have learned is that in order to implement these innovative methods for delivering healthcare services, it is very important to get buy-in from the traditional healthcare provider community including doctors, hospitals, and ACOs. We will continue to develop cooperative and collaborative relationships with traditional healthcare institutions. At the same time, in order to reach patients more effectively and efficiently, we will utilize innovative electronic and telemedicine technology tools.

CEOFO: *Are there concerns about the ACA and changes or is that not a big factor in the services you will be providing?*

Dr. Dansby: It is not currently a huge factor. Funding to support the programs that we are pursuing in chronic care management and HCV are available through the Center for Medicare and Medicaid Services (CMS) programs that are authorized outside of ACA. CMS has recently introduced additional billing codes, called CPT codes, that enable providers (e.g. physicians) to bill CMS for the healthcare services that they provide to eligible patients with multiple chronic diseases.

CEOFO: *Why is Copharix an important company?*

Dr. Dansby: Copharix is an important company because we are developing new electronic methods for delivery of healthcare services and new analytic methodologies for assessing patients at risk from health issues.

CEOFO: *What might people overlook when they first take notice of what you are doing?*

Dr. Dansby: People sometimes overlook the complexity of the healthcare delivery problems we are addressing. People often look for simple descriptions of the problems and solutions. However, when the solutions depend upon several interacting components, the solutions are not necessarily so simple. The way that a solution is implemented may not be straightforward. Therefore, having the patience and willingness to engage in more in-depth discussions is important. Fully understanding the intricacies of healthcare problems helps us to appreciate their complexity. It is sometimes challenging for people to thoughtfully engage in dialogue that leads to solutions.