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**With their GRANISOL Product for Treating Nausea and Vomiting Associated with Chemotherapy and Radio Therapy Already Approved for Medicare and Medicaid Reimbursements in Most States and a Unique Plan for Buying Out Co-Pay Programs, PediatRx, Inc. is Well Positioned for Future Growth**



**Healthcare  
 Pharmaceutical  
 (PEDX-OTC: BB)**



**Dr. Cameron Durrant M.D., MBA  
 Founder, Chairman and CEO**

**BIO:**

Dr. Cameron Durrant is the Founder of PediatRx Inc., having conceived of and started the company based on his knowledge of the pediatric, hospital and oncology sectors and the unmet medical need that exists. Dr. Durrant is also the Executive Chairman of Anavex Life Sciences Corp. (AVXL-OTC:BB), a publicly traded drug development company with programs in central nervous systems disorders and cancer. He has deep experience in healthcare and pharmaceuticals

and served most recently as Worldwide Vice President, Global Strategic Marketing, Infectious Diseases for Johnson & Johnson between March 2007 and December 2009. Dr. Durrant was a management consultant between January 2006 and February 2007, interim President and CEO of Spherics, Inc. in early 2006 and President and CEO of PediaMed Pharmaceuticals, a private pediatrics-focused specialty pharmaceutical company (which was sold to Connetics) between May 2003 and December 2005. Dr. Durrant has also held executive positions with Merck & Co, Glaxo Smith Kline PLC and Pharmacia Corporation (now part of Pfizer Inc.) where he was the Global Vice President for Infectious Diseases, before taking a senior staff position.

Dr. Durrant is a founding board member of Bexion Pharmaceuticals, a private oncology research and development company with therapeutics, diagnostic/imaging and drug delivery capabilities. Dr. Durrant is a former Chairman and Board member of Pressure Point Inc. (private medical device company); a former Board member of Topaz Pharmaceuticals (private pediatrics company); and a former Board member of PDS Biotechnology Corp (private nanotech oncology and infectious diseases R+D company). Dr. Durrant is currently an advisor to Pilgrim Software.

Dr. Durrant holds an MBA (Masters in Business Administration) from Henley Management College at Oxford and a MB and BCh (the UK equivalent to an American MD degree) from the Welsh National School of Medicine in Car-

diff, U.K. as well as several post-graduate medical qualifications, including DRCOG (Diploma of the Royal College of Obstetricians and Gynaecologists), DipCH (Diploma of Clinical and Medical Hypnotherapy) and MRCP (Member of the Royal College of General Practitioners).

He was a regional winner and national finalist for Ernst & Young's Entrepreneur of the Year award in 2005. He has also been nominated by peers and colleagues as one of the 100 most inspiring people in the pharmaceutical industry in 2005, 2006, 2007 and 2010. He is a regular contributor to pharmaceutical and biotech industry issues and debates and a sought after public speaker.

**Company Profile:**

PediatRx is a US-based specialty pharmaceutical company dedicated to acquiring, licensing and marketing branded, prescription pharmaceuticals for patients undergoing treatment for serious conditions requiring hospital care. The company's initial focus has been in cancer/supportive care. Management's experience and key pharmaceutical industry connections are a natural fit for a 'pure-play' company focused on treatment of serious conditions that require hospitalization or treatment under the care of hospital specialists. PediatRx plans to focus marketing efforts on the specialty and pediatric segment in the hospital setting as appropriate, and it is the first company to concentrate solely on this multi-billion dollar market.

PediatRx's business plan calls for the acquisition or licensing of FDA-

approved, revenue-generating, branded, prescription drugs that may have been under-promoted by other pharma companies. The company leverages key distribution channels and relationships with wholesalers, group purchasing organizations and specialty distributors to add value, improving and/or initiating marketing of products to key healthcare professionals, payers and managed care organizations. In addition, PediatRx has identified several compounds that could be reformulated into new dosage forms, which could be attractive to the hospital specialty market.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOFCFOinterviews.com**

**CEOFCFO:** Dr. Durrant, what was your original vision for PediatRx?

**Dr. Durrant:** The original vision for the company was to create a profitable specialty pharmaceuticals company that provides products for the care of people who are admitted to hospitals with serious conditions. That includes a specific focus on conditions that affect children who are hospitalized. We are a pharmaceutical company, so we identify and bring medicine to the healthcare providers that would need those medicines in a hospital setting.

**CEOFCFO:** How is that different from other pharmaceutical companies that are working with hospitals?

**Dr. Durrant:** No other company is focused on the pediatric population or on supportive care in the hospital setting. While there are some companies that focus in the hospital space, they do not necessarily target the area of serious conditions and illnesses. Some of the companies, while they are doing a great job, are spread a little bit more broadly.

**CEOFCFO:** When did you actually roll this out?

**Dr. Durrant:** We have been developing the company itself for several years. However, the company got started at the beginning of last year. We completed our first deal for a

product in July of 2010 and launched that product in November of 2010.

**CEOFCFO:** How has the response been?

**Dr. Durrant:** The response has been good. Our product is called GRANISOL®, which is the only FDA-approved, ready-to-use oral liquid for the treatment of nausea and vomiting associated with both chemotherapy and radio therapy. It can be used by a broad range of different patients, who have different types of cancer and are undergoing different types of cancer therapy.

**CEOFCFO:** What makes GRANISOL different?

**Dr. Durrant:** We have the only FDA-approved oral liquid version of the active ingredient, granisetron. The key difference is that GRANISOL can be dosed once or twice a day, just on the day of chemotherapy, whereas

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some other products must be dosed three times a day for three days and in some cases longer. This is a convenience benefit. In addition, we have recognized that the co-pay and the individuals' economic situation can preclude people from getting their medications and their prescriptions filled. We actually conducted a survey through Sermo, which is the largest active social network of verified US physicians, and asked a significant number of physicians including oncologists about the impact that co-pays have on their patients' utilization of medicine. It may be surprising to some of your readers that some patients, even in conditions such as oncology, think long and hard about the economic impact of getting their meds and their scripts filled. As such, PediatRx will pay for whatever co-pay the patient would have to pay out of pocket. Patients can access the GRANISOL co-pay program through

our website [PediatRx.com](http://PediatRx.com) or text GRANI to 55065 to be automatically enrolled into the co-pay program. They can also call 1-877-601-0412. On the public pay side, we have been working with Medicare and Medicaid services. We are very pleased that they have accepted our applications to list GRANISOL for Medicaid reimbursements. That has transitioned from the Federal CMS acceptance down to state level and more than half of the states in the U.S. now have GRANISOL listed for Medicaid reimbursement on their state Medicaid program in some way, shape or form.

**CEOFCFO:** Do you have to do that state by state?

**Dr. Durrant:** Yes.

**CEOFCFO:** Are you marketing directly to hospitals or do you contract that out?

**Dr. Durrant:** We are marketing directly to hospitals as well as through their partners in the wholesaler, distribution and group purchasing organizations space. We have relationships with some of the major group purchasing organizations that work in the oncology sector. We also have a couple of representatives in the field that are

calling on healthcare professionals directly face-to-face. Many of these professionals are not aware of GRANISOL and once they are introduced to our product they can see its benefits.

**CEOFCFO:** Does PediatRx have other products you would like to add to the group?

**Dr. Durrant:** We do. Our business plan calls for the acquisition or licensing of additional products. We have identified several which we are potentially interested in and are in discussions with both large and small pharmaceutical companies about adding additional products to our portfolio.

**CEOFCFO:** Is there any particular emphasis there?

**Dr. Durrant:** Yes, these would be currently revenue-generating products for use to treat serious conditions re-

quiring hospitalization or treatment under the care of a hospital specialist.

**CEOCFO:** What is the market opportunity for GRANISOL?

**Dr. Durrant:** The potential market in the U.S. for GRANISOL is approximately \$100 million. This estimate is based on an assessment of IMS data of relevant therapies. We are hoping to capture approximately 5% of this market by the end of our first full fiscal year. We also believe that the supportive care market, in which the side effects of therapies are addressed, is very substantial. Additionally, we believe that the hospital specialty market, in which people receive pharmaceuticals for treatment and support of serious conditions, is in the tens of billions of dollars per year.

**CEOCFO:** I see that PediatRx does attract the best and brightest, would you tell us about the culture of the company?

**Dr. Durrant:** The culture is very open and collaborative. We have a couple of rules that we try to abide by, but the most important one is a two-word rule: No politics. We try to eradicate or at least minimize some of those unfortunate interpersonal miscommunications that often wind up paralyzing the effectiveness in organizations.

**CEOCFO:** What is the financial picture like for PediatRx today?

**Dr. Durrant:** We are proud to be making sales and advancing in our marketing programs so quickly after acquiring GRANISOL in July 2010 and beginning to market it in Novem-

ber 2010. Our fiscal year ended on February 28, 2011 and we delivered \$266,800 in net annual product revenues. In addition, we are in active discussions with multiple parties about additional products that we may be able to bring into the company. We are most interested in products that are already on the market generating revenue. We foresee substantial growth in the PediatRx sales picture over the coming years.

**CEOCFO:** What surprised you most as PediatRx has developed?

**Dr. Durrant:** What has surprised me most has been the speed at which we have been able to get contracts in place. We have been able to work with bodies like CMS, which in no small part is because of some of these excellent people we have working in the company and consultants that we have engaged to help us do some of those things. We have also been a little surprised in a good way at the number of other companies that have proactively approached us with an eye towards partnering on products and projects.

**CEOCFO:** Why should potential investors pay attention to PediatRx?

**Dr. Durrant:** This is a niche area that is substantial in terms of business opportunities with very few to no competitors. We have a highly experienced management team that has successfully built these types of companies in the past and we have excellent hardworking people on our team. PediatRx has multiple opportunities for additional products through acqui-

sitions, licensing, co-promotion or other types of partnerships. We are also in discussions regarding international opportunities. In pharmaceuticals, there are many different ways to invest. Some people choose the small start-up biotech speculative scientific approach, but that is not what we are about. We are only looking at taking on products that are already generating revenue. We hope to add more value to those products by actively promoting them. This can work particularly well with products that have been under-promoted but which have the opportunity for strong growth for the treatment of patients suffering from serious conditions in hospitals.

**CEOCFO:** Final thoughts, what should people remember most about PediatRx?

**Dr. Durrant:** This is a new world in healthcare. People are concerned about getting high-quality medication at the most manageable cost. We fully understand and appreciate how important the economic reality of providing good healthcare is, which is why we paid special attention to the economic programs in this area. I also think that the demand for innovation in the pharmaceutical business model is moving at such a fast pace and people are demanding new and different models to create value and that is exactly what we are putting into place at PediatRx. We are not the kind of same old, same old, type of pharmaceutical or biotech company.



**PediatRx, Inc.**  
**405 Trimmer Road, Suite 200**  
**Califon, NJ 07830**  
**Phone: 908-975-0753**