INTRODUCING

HCN - Sole distributor of Phoenix Medical Publishing
Australian Medicines Information For Health Professionals

Independent

Credible

Comprehensive

Offers choice and convenience

Easy to use - follows clinical workflow

Editorial team consisting of Australian pharmacists

HCN - Sole distributor of Phoenix Medical Publishing
Why Develop AusDI Advanced?

- Complacency in the Australian medicines information category
- Convenient access to multiple sources of reliable independent medicines information
- Not funded by advertising revenue. Truly independent

- To provide enhanced complimentary medicines information
- User friendly interface and superior search technology
Fast Facts

- Access to 4 critical medicines data sets via 1 platform
- Updated daily
- Intuitive user interface
- Minimum clicks

HCN - Sole distributor of Phoenix Medical Publishing
4 Critical datasets - 1 Platform

- Independent AusDI generic drug monographs
- Product Information (PI)
- Consumer Medicines Information (CMI)
- Fully Searchable Drug Images

HCN - Sole distributor of Phoenix Medical Publishing
What is a generic drug monograph?

- Detailed information on active ingredient
- Non-biased to brand or manufacturer
- Drug, drug-class or complementary medicines
- Reviewed by editorial advisory committee
- Standard format for quick comparison
What is in a generic drug monograph?

- Side Effects
- Adverse Effect
- Interactions

- Indications
- Pharmacology
- Precautions
- Overdose
- Dosing

- Patient Counselling
- International Adverse Events

HCN - Sole distributor of Phoenix Medical Publishing
AusDI Advanced - 1st to publish newly approved therapies

ADEC approval triggers a mini monograph in AusDI Advanced – the 1st publisher of the medicines product information

Medicines manufacturer submits application to TGA together with their draft Medicines Product Information

TGA reviews application and refers to ADEC

ADEC panel approves drug for marketing

Upon TGA approval - Medicines Product Information finalised - sent to other publishers

HCN - Sole distributor of Phoenix Medical Publishing
Editorial team

Managing editor
10 years experience

Australian
Editorial pharmacists
Experienced in clinical settings

Editorial Advisory Committee
Highly regarded clinical pharmacologists & pharmacists
Upholding highest standards
Independent

HCN - Sole distributor of Phoenix Medical Publishing
Editorial process for generic monographs

Final Monographs released for publication in AusDI Advanced

Prior to release the final version must pass internal editorial reviews and quality checks

Content developed and presented in standardised format with strict QA review process throughout all monograph development phases

Content reviewed and updated according to rigorous editorial guidelines developed by independent Editorial Advisory Committee

Content sourced from updated TGA approved PI, Australian treatment guidelines, ADRAC and International safety monitoring alerts, literature and other quality resources

HCN - Sole distributor of Phoenix Medical Publishing
# Meets Need For Quality Complementary Medicines Information

<table>
<thead>
<tr>
<th>Type of information</th>
<th>% of GPs that want info</th>
<th>% of Pharmacists that want info</th>
<th>Information is included in AusDI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drug interactions</td>
<td>77.2</td>
<td>89.4</td>
<td>✓</td>
</tr>
<tr>
<td>Adverse effects</td>
<td>74.3</td>
<td>74.3</td>
<td>✓</td>
</tr>
<tr>
<td>Evidence for effectiveness</td>
<td>63.1</td>
<td>58.5</td>
<td>✓</td>
</tr>
<tr>
<td>Contraindications</td>
<td>58.5</td>
<td>75.1</td>
<td>✓</td>
</tr>
<tr>
<td>Dose</td>
<td>51.1</td>
<td>71.7</td>
<td>✓</td>
</tr>
<tr>
<td>Indication for use</td>
<td>50.1</td>
<td>64.5</td>
<td>✓</td>
</tr>
<tr>
<td>Use in pregnancy</td>
<td>41.2</td>
<td>73.2</td>
<td>✓</td>
</tr>
<tr>
<td>Patient information</td>
<td>28.0</td>
<td>49.4</td>
<td>✓</td>
</tr>
<tr>
<td>Use in children</td>
<td>22.2</td>
<td>43.0</td>
<td>✓</td>
</tr>
<tr>
<td>Product selection</td>
<td>12.8</td>
<td>16.6</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>3.1</td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>Supplier/wholesaler</td>
<td>20.4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AusDI Advanced is a unique Australian source of OTC medicines monographs

AusDI includes many monographs for ingredients of OTC products such as:

• Antacids and Laxatives
• Vitamins A, B group, C, D, E, K
• Topical antifungals, nasal and ophthalmic preparations
• Paracetamol, Pseudoephedrine, Phenylephrine
• Includes interactions, contra-indications and patient counselling advice
Flexible formats and frequency of updates

- **AusDI Advanced Online**
  - Daily updates
  - Access anywhere you have an internet connection

- **AusDI Advanced - on CD**
  - Quarterly updates
  - Access from your computer

- **AusDI Advanced - Integrated**
  - Daily updates
  - Essential part of your prescribing system

HCN - Sole distributor of Phoenix Medical Publishing
AusDI Integrated

Add value to your clinical systems and enjoy improved health and safety outcomes for all patients.

Integrates with clinical software: EMR, HIS, Pharmacy, Emergency, Aged Care or Ambulatory systems.

Sufficiently flexible so you can integrate one or all AusDI datasets.

Convenient formats i.e. flat-files to XML.

Daily updates [frequency of updating to be confirmed].

Context “call” capability.

HCN - Sole distributor of Phoenix Medical Publishing
We can package AusDI Advanced with...

Micromedex
Drug Reax
13 types of interactions

Stockley’s
Drug Interactions
Drug Alerts

HCN - Sole distributor of Phoenix Medical Publishing
AusDI Advanced is a comprehensive, authoritative, unbiased source of drug and therapeutic information developed for pharmacists, medical practitioners, nurses, student and other health care professionals.

Designed to give you convenient web-based access to multiple sources of reliable drug product information, AusDI Advanced includes full text, evidence-based drug, drug-class and complementary drug product monographs developed independently of pharmaceutical company influence, product information (PI), and consumer medicine information (CMI) leaflets and drug product images with fully searchable attributes.

Editorial Process
All content in AusDI Advanced drug monographs is developed according to strict editorial guidelines by our qualified editorial pharmacists. It complies with a rigorous quality assurance and review process under the guidance of our Editorial Advisory Committee.

Phoenix Medical Publishing is an Australian owned company that is committed to independent drug product information and quality health outcomes.

For more information contact sales@phoenixmedical.com.au or call 1300 118 120
Drug Monograph Search

AusDI Advanced is a comprehensive collection of generic drug monographs.

- It is possible to search for a monograph using either the brand or generic drug name, e.g. Paracetamol (generic) or Panadol (brand).
- Includes both single and family generic drug monographs, e.g. Fexofenadine - single / generic drug monograph, Antihistamine - family / class of drugs monograph.
- A search conducted by brand name retrieves generic drug monographs containing relevant information on specified brand name drug, e.g. a search by brand name “Panadol” retrieves the “Paracetamol (Systemic)” monograph, which is the generic drug monograph containing information on the drug brand “Panadol”.
- Consumer Medicine Information (CMI) for the brand name drug is available from the generic drug monograph.

Monograph Search Steps

1. Enter the drug name (generic or brand) into the search query field. An auto-suggest list presents after the third character typed.

2. Locate the relevant result from the presented list and click on the MONO (monograph) button to view the AusDI generic drug monograph.

* Alternatively, use the Browse by AusDI monograph to locate a monograph by alphabetical listing.
Advanced Search

Use the **Advanced Search** feature to narrow the search to occurrences of the term within a specified section of the AusDI Monograph.

The above example illustrates a search for ‘Arthritis’ in the **indications** section of AusDI monographs.

**Monograph Navigation**

- **a** Use the **Table of Content** to assist quick navigation to relevant information within the AusDI monograph.

- **b** From the top of the monograph page, jump directly to the PI, CMI, and the drug image.