



## Safe Rx LLC Press Kit

### About Safe Rx

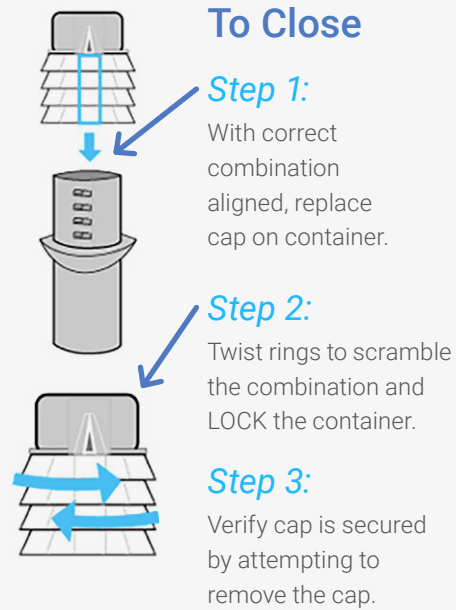
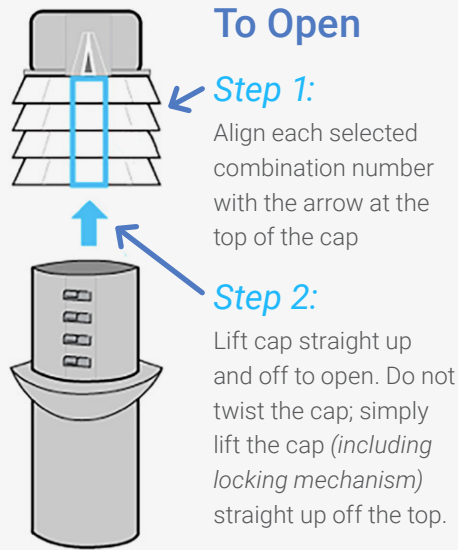
Safe Rx LLC, a wholly owned subsidiary of Secure Medication Systems LLC, produces patented locking prescription vials (*LPVs™*) that keep medicine from falling into the wrong hands. Developed by medical experts and endorsed by industry leaders, Safe Rx® LPVs™ provide a simple, secure storage solution to protect individuals, families and communities from improper access to medication.

### About Safe Rx® Locking Prescription Vials (*LPVs™*)

Safe Rx® LPVs™ utilize four-digit locks with over 10,000 possible combinations. Unlike existing medicine bottles<sup>1</sup>, LPVs™ have a 100 percent child safety certification success rate for children under five years of age. The tamper-evident and pilfer-resistant LPVs™ are designed for use in dispensing and are engineered for extremely low incremental fill time and easy workflow adaptation.

Safe Rx® LPVs™ won the prestigious Product Showcase Award in the pharmacy supplies and equipment category at the National Association of Chain Drug Stores' 2017 Total Store Expo, the largest pharmacy industry trade show in North America.

# How LPVs Work



## By the Numbers - Improper Access to Medication

Whether by accidental ingestion of prescription drugs or over-the-counter medications, or intentional pilfering of prescription drugs, primarily opioids, improper access to medication can ruin lives

**60,000** 

Nearly **60,000** U.S. children are accidentally poisoned by medication every year<sup>2</sup>



Studies show supervision alone cannot protect against medicine poisoning<sup>3</sup>

**45-55%** 

Child-resistant medicine bottles aren't doing enough; **45 to 55 percent** of accidental medicine poisonings involve child-resistant packaging<sup>4</sup>

**70%** 

**70 percent** of prescription opioids in homes with children are not stored safely<sup>5</sup>

## By the Numbers - Intentional Pilfering

**64,000+** 

Drug overdoses kill more Americans (64,000+) every year than car accidents or firearms<sup>6</sup>

**73%** 

73 percent of teens abuse prescription drugs because they are easy to get from a parent's medicine cabinet<sup>10</sup>



The opioid crisis is now officially a **public health emergency**<sup>7</sup>

**#1** 

Pilfering is the **No. 1** source for teen prescription drug abuse<sup>9</sup>

**90%** 

90 percent of abusers start in their teens<sup>8</sup>

**1/3** 

**One-third** of medicines prescribed in the U.S. every year go unused<sup>11</sup>

## A Simple Solution to an Alarming Problem

Secure storage, in addition to safe disposal, is a sensible solution as people look to protect loved ones from dangerous and potentially deadly medications.

The Safe Rx<sup>®</sup> patented locking pill bottle deters improper access to medications.

*Features include:*

- **Protected:** Four-number lock with over 10,000 possible code combinations and 100 percent child safety certification success rate for children under five years of age
- **Practical:** Affordable to both consumers and pharmacies, and adds only 3-5 seconds to direct fill time<sup>12</sup>
- **Proven:** Zero product failures in test cases; 100 percent of household teens indicate that pilfering from a Safe Rx bottle would be somewhat difficult to very difficult<sup>13</sup>

# Safe Rx Team

## *Dr. Sean Serell, MD, Founder and Chairman*

Sean Serell is a board-certified anesthesiologist, and a current managing partner with Northern Colorado Anesthesia Professionals (NCAP), a group providing services across three hospitals and 14 surgery centers. Dr. Serell created the first Safe Rx® LPV™ in 2008 as a responsible solution to keep medicine safe.

## *Milton Cohen, President and Chief Executive Officer*

Milton Cohen is a senior investment and operating professional, having completed more than \$50 billion of M&A and capital structure transactions over the course of his career, along with three successful turnarounds, a leveraged buildup and startup as an operator. Prior to joining the Safe Rx team in 2016, Mr. Cohen executed a leveraged buildup as chairman and CEO of Expert NJS, which he grew from a small regional platform into a competitor with operations across North America, through two add-on acquisitions. Mr. Cohen previously led direct equity investing for a mid-Atlantic merchant bank and a multifamily office, after completing a successful turnaround in the specialty chemicals sector and serving as chairman and co-founder of a transit industry software and services startup in the early 2000s. Mr. Cohen started his career as an investment banker at JP Morgan Chase, and holds a BA in economics from Vassar College and an MBA from the Goizueta Business School at Emory University, which he attended under full scholarship as a Robert Woodruff Fellow. He was elected to the Young Presidents Organization in 2011.

## *Lisa Kwiecien, Vice President of Sales*

Lisa Kwiecien leads business development efforts for Safe Rx, collaborating with health systems, pharmacies, healthcare companies and communities to address the opioid epidemic through secure packaging and dispensing of medications.

In her 25-year career, Ms. Kwiecien has extensive sales experience in the employer services and human resources fields with Automatic Data Processing (ADP) and Interactive Health. Ms. Kwiecien has a distinguished reputation leading sales teams and developing go-to-market strategies and marketing campaigns. She has supported companies by designing and executing business and health management strategies to improve business performance and build strong corporate culture, with proven results.

## *David Roberts, Strategic Advisor*

David Roberts is a seasoned technology and healthcare products and services executive. He serves as strategic advisor and as a member of the Safe Rx board of directors. Most recently Mr. Roberts served as CEO at The Reed Group, a healthcare product and services company focused on reducing absence and healthcare costs for the Fortune 500. Prior to his role at The Reed Group, Mr. Roberts served as chief services officer for the City of Denver in John Hickenlooper's mayoral administration and as a partner at Accenture during a 17-year consulting career.

## *Dr. Paul Suchoski, Strategic Advisor*

Dr. Paul Suchoski has extensive experience scaling high-growth start-up companies. Dr. Suchoski was vice president and general manager of JDS Uniphase's Electro-Optics Product Division as it grew revenues from \$5 million to \$125 million. He also served as CEO of Optium where he raised more than \$55 million in venture capital and assembled one of the strongest teams in the fiber optic space. Both companies grew to more than \$1 billion in annual revenue and provided components and subsystems to major OEMs in the CATV, telecommunications and Datacom spaces. Dr. Suchoski received a bachelor's, a master's and a Ph.D. degree in electrical engineering from the University of Florida.

# Safe Rx Fact Sheet

*Location:* 6295 Greenwood Plaza Blvd., Suite 100, Greenwood Village, CO 80111

*Parent Company:* Secure Medication Systems LLC

*Website:* [safe-rx.com](http://safe-rx.com)

*Where to Buy:*

- [Amazon.com](http://Amazon.com)
- [store.safe-rx.com](http://store.safe-rx.com)

*Social Media:*

- **Facebook:** [facebook.com/SafeRxLLC/](https://facebook.com/SafeRxLLC/)
- **LinkedIn:** [linkedin.com/company/safe-rx?trk=biz-companies-cym](https://linkedin.com/company/safe-rx?trk=biz-companies-cym)

*Why Safe Rx® LPVs?*

- Improper access to medication (*both accidental and intentional*) can ruin lives
- Secure storage is the sensible solution and has been endorsed by industry leaders
- Safe Rx® LPVs were developed by experts and keep medicine from getting into the wrong hands
- Safe Rx® LPVs protect individuals, families and communities from an alarming and growing problem

*Safe Rx Leadership:*

- Dr. Sean Serell, MD, Founder and Chairman
- Milton Cohen, President and Chief Executive Officer
- Lisa Kwiecien, Vice President of Sales

*Images:* [bit.ly/SafeRxLPV](http://bit.ly/SafeRxLPV)

*Media Contacts*

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# Sources

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