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SafeUseNow Selected to Showcase at TEDMED Hive 2014

SafeUseNow to demonstrate how its predictive analytics can be used to identify and help mitigate prescription drug abuse risk

ENCINITAS, Calif. July 29, 2014 - What if you could stop prescription drug abuse directly at the source? That's the big public health question being addressed by SafeUseNowSM, an innovative prescription drug abuse risk program developed by Principled Strategies. SafeUseNow has been selected from hundreds of applicants worldwide to be part of The Hive at the annual TEDMED Conference, September 10-12 in San Francisco, CA. The Hive is a community of exceptional startups and entrepreneurs powering healthcare transformation and shaping the future of medicine.

TEDMED, an affiliate of the TED organization, is a global community dedicated to unlocking imagination in service of health and medicine. The conference takes place simultaneously in Washington, DC and San Francisco, CA via a unified, digitally linked program. TEDMED features demonstrations of the best new ideas accelerating healthcare in The Hive – an immersive social environment dedicated to exploring and showcasing transformative startups and the inspiring entrepreneurs who power them.

SafeUseNow will participate in The Hive at the TEDMED San Francisco conference. Its clinically validated solution utilizes advanced data analytics and predictive modeling to identify combinations of prescribers, patients and pharmacies at risk of contributing to the prescription drug abuse problem. This actionable information enables healthcare stakeholders, including health insurance plans, self-insured companies, hospitals, pharmacy benefit managers and pharmaceutical manufacturers to teach prescribers how to treat their patients more safely and effectively. SafeUseNow also allows customers to proactively monitor prescribing patterns for early detection of changes in prescribing trends and behavior.

“Our selection to The Hive at TEDMED San Francisco is an incredible honor,” said Patrick J. Burns, president of Principled Strategies. “We’re thrilled to demonstrate SafeUseNow alongside other healthcare technology companies with cutting edge solutions. Our presence at TEDMED will enable thousands of leading scientists, doctors, researchers and policy experts from around the world to experience first-hand how our solution is uniquely positioned to actively combat our national prescription drug abuse epidemic.”

"TEDMED is delighted to welcome SafeUseNow to The Hive, where our our multi-disciplinary, global community will experience a broad landscape of tomorrow's most exciting innovations in health and medicine," said TEDMED COO and Partner Shirley Bergin.

"In The Hive," continued Ms. Bergin, "the leaders from Safe Use Now will be part of an informal, immersive social environment where the entire TEDMED community can actively participate in the future of health and medicine in a hands-on way. Equally important, all Hive participants will help drive TEDMED's ongoing conversation about the best ways to accelerate medical progress and create a healthier life for our planet's 7 billion people."

Since the 1990s, prescription drug abuse has significantly increased in the United States, making the need for an effective identification and intervention solution critical. Until the development of SafeUseNow, a lack of actionable information about prescription drug abuse risk, despite the creation of state-sponsored prescription drug monitoring programs, made it difficult to combat the problem.

For further information about TEDMED and a profile of SafeUseNow, visit <http://www.tedmed.com/event/the-hive#startup-item-283572>.

About SafeUseNow

SafeUseNow is a risk identification and intervention program developed by Principled Strategies, a healthcare consultancy with expertise in predictive analytics, optimization, and risk analysis. The SafeUseNow advantage is 17 predictive risk factors discovered in a multi-year study of physician prescribing, pharmacy dispensing, and patient utilization of controlled substance drugs. SafeUseNow is an actionable solution for systematically and efficiently combating the misuse, abuse, addiction and diversion of controlled substance drugs.

To learn more, visit <http://www.safeusenow.com> and follow @safeusenow on Twitter.

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