

## **PEDIATRIC RESEARCH COMMUNITY UNVEILS NEW PARADIGM FOR ADMINISTERING MEDICINE TO INFANTS**

- *Consortium of Country's Top Pediatric Researchers Finds Medibottle® Medicine Delivery System to be "Superior" to Industry Standard Oral Syringe* -

**Yorba Linda**, California – March 11, 2007 – Today, at the 19<sup>th</sup> Annual Meeting of the Eastern Society for Pediatric Research, a consortium of pediatric researchers from Albert Einstein School of Medicine and Bronx-Lebanon Hospital Center released the findings of their extensive study on infant medicine delivery, the first of its kind. Highlighting the growing problem of inaccurate medicine delivery for infants and its serious adverse health impact on the nation's children, the study revealed that the Medibottle device is 85% more likely to deliver 100% of the prescribed dose than the calibrated oral syringe, previously considered the "gold standard."

The National Pharmaceutical Council estimated that 8.5 billion dollars per year is unnecessarily spent on hospitalizations and physician visits caused by noncompliance to prescription regimes. (Pediatrics, Official Journal of the American Academy of Pediatrics, vol. 115, p. e718)

The article goes on to say that "Compliance is central to the pediatrician's ultimate concern: the health of the patient." Also, "the health concern is that lack of compliance can produce inadequate or unsuccessful therapy; unnecessarily extended treatment; and cause additional physician visits, changed prescriptions . . ."

The objective of the study was to compare acceptance of the Medibottle to the oral syringe when used to administer a dose of liquid prednisone, a bitter-tasting medicine. The randomized controlled clinical trial enrolled 76 infants admitted to the hospital for a respiratory illness. The researchers also compared administration time, which was not considered significantly different.

The study stated that the "calibrated oral syringe (Sy) is the present standard liquid drug-delivery system for infants. While accurate, it can cause coughing, choking, and medication (Med) loss with spitting up, frequently leading to incomplete dosing. Infants often require restraint, and poor

*(more)*

acceptance negatively influences adherence. The medibottle (Mb) is designed with an inner sleeve that accommodates a syringe, allowing Med to be introduced into the nipple while the infant sucks.”

The conclusion stated “Infant acceptance of a single dose of a bitter-tasting Med (medicine) using Mb (medibottle) was superior to Sy (oral syringe). More Mb infants received the entire dose compared to Sy, without significant difference in administration time.”

#### About medibottle

The medibottle device is not only the best, but also the only consistently effective means of delivering oral liquid medicine to babies. The medibottle makes giving babies medicine easy and ensures that babies get the prescribed dosage. Clinically tested in hospitals, the medibottle also has a 329% greater acceptance rate than the oral syringe. The medibottle is composed of a traditional baby bottle (filled w/ breast milk or any other preferred liquid) w/ the addition of an oral dispenser (filled w/ medicine) that slides into the center sleeve of the bottle. As the baby begins to drink, short presses on the plunger jet little squirts of medicine, displacing the familiar liquid in the very tip of the nipple. The baby takes in these small amounts of medicine, which are swallowed and washed down immediately by the familiar liquid, giving the baby's taste buds little time to sense the medication. The medicine usually goes completely undetected by the baby. The medibottle is easy to use and can be operated with one hand. The device delivers a 5mL (1 teaspoon) dose of medicine in about 60 seconds. The medibottle is distributed worldwide exclusively by Savi Baby and retails for \$13.95. Medibottle is available at [www.savibaby.com](http://www.savibaby.com), retail stores nationwide, or by phone at 888-373-BABY (2229).

For more information, please contact:

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