



Baxa Corporation
14445 Grasslands Drive
Englewood, CO 80112

tel: 303-690-4204
fax: 303-690-4804
baxamail@baxa.com
www.baxa.com

NEWS RELEASE

IMMEDIATE RELEASE

October 14, 2009

Baxa Announces IntelliFlow_{Rx}™ to Become DoseEdge™ Dose Management System

Baxa announces a brand name change for its IntelliFlowRx workload management software for health-system pharmacies.

Englewood, Colo. – Baxa Corporation announces the rebranding of its IntelliFlow_{Rx} Workload Management Software to DoseEdge. The name DoseEdge (pronounced “dosage”) was chosen to reinforce the product’s leading edge position in pharmacy dose management. DoseEdge streamlines the previously manual workflow for pharmacy doses through barcode drug verification; automatic dose calculation; image capture of dose creation and improving pharmacist checking activity.

“IntelliFlow_{Rx} was originally designed for IV room workflow management,” notes Tim Kingsford, DoseEdge Product Manager. “With the launch of the new brand name DoseEdge, we are expanding the system’s capabilities beyond the IV room for more complete dose management within the health-system pharmacy.”

The DoseEdge brand launch supports Baxa Corporation’s plan to continue product development – advancing the system’s functional capabilities. The addition of *Preparation Modes* earlier this year allowed the system to filter and control the dose queue so that oral dose prep, extemporaneous compounding, tele-pharmacy and TPN manual additions can be tracked in addition to IV dose preparations. DoseEdge also was expanded to support manual TPN processing – allowing orders to be received from the Baxa Abacus™ Order Entry Software. Future DoseEdge upgrades will integrate the documentation and tracking system with Baxa equipment such as the ExactaMix™ Automated Compounders.

IntelliFlow_{Rx} was acquired by Baxa Corporation in March 2009 through its merger with ForHealth Technologies. The rebranding effort for IntelliFlow_{Rx} came from the understanding that the software had a broad application through pharmacy operations and the potential to



Baxa Corporation
14445 Grasslands Drive
Englewood, CO 80112

tel: 303-690-4204
fax: 303-690-4804
baxamail@baxa.com
www.baxa.com

NEWS RELEASE

DoseEdge
Page 2

be integrated with existing Baxa automation. This led to a desire for a product name that was memorable and easily accommodated future product line growth. Full transition from the current IntelliFlow_{Rx} brand to the DoseEdge brand will take place over time as product documentation, software interfaces and customer support and training materials are updated.

Since 1975, Baxa Corporation's focus has been to provide technology for health-system facilities that improves patient safety, reduces the risk of medication errors and facilitates compliance to USP, NIOSH and other regulatory requirements. DoseEdge expands the existing Baxa product line into pharmacy operations management, improving health-system efficiencies and enhancing patient safety through barcode tracking and documentation. For more information, visit www.baxa.com/doseedge.

About Baxa Corporation

Baxa, a customer-focused medical device company, provides innovative, solution-based technologies for medication handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging, and administration of medications. Privately held, Baxa Corporation has subsidiaries and sales offices in Florida, Canada and the United Kingdom; direct representation in Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg, The Netherlands and Switzerland; and distribution partners worldwide. Further information is available at www.baxa.com.

###

Contact:

Marian Robinson, Vice President, Marketing
Baxa Corporation: 800.567.2292 ext. 2157 or 303.617.2157
Email: marian.robinson@baxa.com

Maggie Chamberlin Holben, APR
Absolutely Public Relations: 303.984.9801 or 303.669.3558
Email: maggie@absolutelypr.com