



News Release

BIORX INTRODUCES COMPREHENSIVE PROGRAM FOR HEMOPHILIA PATIENTS WITH INHIBITORS

Company creates focus to help improve patient's lives and clinical outcomes while reducing costs for the most costly conditions effecting bleeding disorder patients

CINCINNATI, Ohio (April 12, 2006) – BioRx announced the launch of a new program to help physicians, families and health insurers manage inhibitors to hemophilia clotting factor, also known as “inhibitors.” The program, called IMPACT, is a set of tools and procedures aimed at increasing patient compliance and improving clinical outcomes through education, increased clinical surveillance, and reporting.

The formation of inhibitors or antibodies to hemophilia clotting factor is a serious condition that may affects up to 30% of people living with hemophilia at some time during the course of their lives. An inhibitor is an immune system antibody response to medications (clotting factors) used to treat hemophilia and other bleeding disorders. As inhibitors attach to the medications in the bloodstream, they render the medications ineffective which can pose grave health risks during a bleeding episode. While there are effective treatments available, they are extraordinarily expensive and require considerable time and energy of the family to maintain compliance and ensure that the physician's plan of care is followed.

The IMPACT program provides treatment Coaches, training aids, proprietary family and school educational programs, and increased clinical interventions by BioRx clinical and customer service staff. Additionally, a financial review and counseling component of the program helps protect the family and health plan during the course of treatment. Lastly, there is a heightened level of reporting and coordination offered to physicians' offices that are following and prescribing the care for these individuals.

“There are extraordinary financial, clinical and psychosocial challenges that are placed on these families when someone has been diagnosed with an inhibitor. We want to ensure that we are doing everything possible to give that family the best possible chance of dealing with it effectively,” said Mark Kestler, RPh., General Manager BioRx.

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“It is not uncommon for a patient with an inhibitor to generate more than \$1,000,000.00 in annual healthcare expenses for medications, hospitalizations and office visits,” said Phil Rielly, President, BioRx. “If our program increases compliance and eases the burden on the families we treat then everyone wins: the family, the physicians office, and the insurer.”

More information about BioRx’s IMPACT program is available by calling 866.44.BIORX or via email at ehill@biorx.net . Information may also be requested from the company’s website at www.biorx.net

About Hemophilia & Bleeding Disorders

Approximately 20,000 people, almost exclusively male, in the US have hemophilia. Hemophilia is an inherited bleeding disorder characterized by prolonged bleeding. Bleeding episodes may occur spontaneously or as a result of trauma. vonWillebrand disease is a related bleeding disorder which affects males and females equally. Some estimates place the prevalence of vonWillebrand disease as high as 1-2% of the population in the US. Both diseases are the result of a deficiency in or defective production of certain naturally occurring clotting factors in the bloodstream. Treatment is typically by intravenous infusion of commercially prepared hemophilia clotting factors.

About BioRx

Based in Cincinnati, BioRx is a national pharmacy specializing in highly customized care for the bleeding disorders community. As one of the nation’s fastest growing providers of hemophilia clotting factors and other specialty pharmaceuticals the company’s clinical staff reaches patients and physicians in 43 states. To learn more about BioRx, its hemophilia care or its other products and services, visit www.biorx.net

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