



Modernizing Medicine and Galderma Announce Integrated Over-the-Counter eCommerce Platform

New Capabilities Streamline Patient Treatment Plans and Simplify Patient Purchasing

Boca Raton, Fla. – March 2, 2017 – Specialty-specific health information technology leader [Modernizing Medicine, Inc.](#) and global leader in skin health, [Galderma Laboratories, L.P.](#), today announced a collaboration to deliver new capabilities in support of improved patient experiences and outcomes through healthcare provider recommended over-the-counter (OTC) treatment regimens and patient education materials. The program, designed by Modernizing Medicine, will simplify the healthcare provider process of creating materials and educating patients about treatment regimens, which often incorporates a combination of prescriptions and OTC products and requires patients to follow very specific instructions. The enhancements will streamline the dissemination of educational materials and treatment plans, with a new feature that will enable patients to easily order physician-recommended OTC products online and have the products delivered directly to them.

Galderma, Nestlé Skin Health's medical solutions business, is working with Modernizing Medicine to bring the solution to market and will be one of the first suppliers making its OTC products available through this integrated eCommerce solution, specifically targeting dermatology and skin health. This ground-breaking advancement is expected to include Galderma products such as Cetaphil® gentle skin cleansers and moisturizers, including Cetaphil® products specific for eczema-prone, acne-prone and redness-prone skin.

These enhancements to Modernizing Medicine's electronic health record (EHR) system, EMA™, are designed to give clinical providers the ability to use structured data to document detailed treatment regimens combining prescription and OTC products. The application intelligently sequences the information and creates a document which is easy for the patient to understand. For example, a treatment regimen might instruct a patient to first cleanse their skin before applying a prescription cream and to then use a moisturizer. The patient education can also include integrated clickable links which enable direct-to-patient eCommerce for the OTC items.

This enhancement is designed to save time and improve patient compliance of OTC products which can lead to better health outcomes. Patients will have an easier way to fulfill the physician's suggested OTC treatment plan and receive more informative patient handouts with product images and detailed instructions for use.

"This new functionality is being developed to help save time for both doctors and their patients, by providing a more powerful and easier to understand OTC treatment regimen with integrated eCommerce capability for over-the-counter products," explains Daniel Cane, CEO and co-founder of Modernizing Medicine. "This is an innovative and transformational application for our product, and yet another example of how we're using technology to create higher quality experience for the patients."

"We're on the forefront of leveraging healthcare technology to improve efficiency and outcomes for patients," adds Miles Harrison, President & General Manager for North America of Galderma Laboratories, L.P. "By improving workflow and patient experience, patients will be empowered to follow through on the treatments their physician recommends, leading to better outcomes."



While Modernizing Medicine is working with Galderma to create and test the new functionality, the company plans to include OTC products from other manufacturers and suppliers.

Both Modernizing Medicine and Galderma will preview the capabilities and answer questions at their respective booths at the upcoming [2017 American Academy of Dermatology \(AAD\) Annual Meeting](#), being held March 3 – 5 in Orlando, Fla. Modernizing Medicine will be located at booth 2665, and Galderma at booth 1605.

To see a demonstration of EMA, please contact us [here](#).

About Modernizing Medicine

Modernizing Medicine® and its affiliated companies empower physicians with suites of mobile, specialty-specific solutions that transform how healthcare information is created, consumed and utilized to increase efficiency and improve outcomes. Built for value-based healthcare, Modernizing Medicine's data-driven, touch- and cloud-based products and services are programmed by a team that includes practicing physicians to meet the unique needs of dermatology, gastroenterology, ophthalmology, orthopedics, otolaryngology, pain management, plastic surgery, rheumatology and urology practices, as well as ambulatory surgery centers. Connect with Modernizing Medicine on our [Blog](#), [Facebook](#), [LinkedIn](#) and [Twitter](#). Modernizing Medicine is a member of [CommonWell Health Alliance](#).*

About Galderma

Galderma, Nestlé Skin Health's medical solutions business, was created in 1981 and is now present in over 100 countries with an extensive product portfolio to treat a range of dermatological conditions. The company partners with health care practitioners around the world to meet the skin health needs of people throughout their lifetime. Galderma is a leader in research and development of scientifically-defined and medically-proven solutions for the skin, hair and nails.

Strategic brands in the U.S. include Epiduo® Gel, Epiduo® Forte Gel, Oracea® Capsules, Clobex® Spray, Mirvaso® Gel, MetroGel® Gel, Soolantra® Cream, Vectical® Cream, Tri-Luma® Cream, Cetaphil®, Differin® Gel OTC, Restylane®, Restylane® Silk, Restylane® Lyft, Restylane® Refyne, Restylane® Defyne, Dysport® and Sculptra® Aesthetic. For more information, please visit www.galdermausa.com or www.galderma.com.

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