

For Release Feb. 26, 2008



## **Neoteric Technology Ltd Wins Microsoft 2008 MS-HUG Healthcare Innovation Award**

### **Neoteric Recognized for Protecting Infants at Sunnybrook Health Sciences Center**

**Vancouver, BC — Feb. 26, 2008** — Neoteric Technology Ltd today announced it has been recognized as a winner of a 2008 MS-HUG (Microsoft Healthcare Users Group) Healthcare Innovation Award in the category of Delivery Transformation. The company was awarded its first-place prize yesterday at a ceremony held at the Healthcare Information and Management Systems Society (HIMSS) conference in Orlando, FL.

Neoteric's LacTrack<sup>®</sup> SafeLx solution was honored for preventing infant feeding errors at Sunnybrook Health Sciences Center's Neonatal Intensive Care Unit (NICU) in Toronto. The LacTrack solution manages virtually every aspect of the milk administration process including collecting, tracking, ordering, preparing and feeding using wireless mobile computers and printers. Both the infants and the milk containers are positively identified at the bedside with two-dimensional (2D) barcodes, which are scanned throughout the process to ensure the right milk is given to the right baby.

Dorothy Dougherty, Lactation Consultant at Sunnybrook, said, "The LacTrack solution fundamentally changed the way we provide care to the vulnerable infants in our NICU, essentially this technology speaks for those patients that can't speak for themselves."

"We are delighted that Microsoft has recognized Neoteric and Sunnybrook for implementing mobile technology that delivers better outcomes for patients, simplifies the job of caregivers, and results in simpler safer health care," said Geof Auchinleck, President of Neoteric.

LacTrack is a suite of applications deployed on Motorola mobile computers with Microsoft's Windows Mobile wirelessly connected to Microsoft Windows Server 2003 running Microsoft SQL Server 2005.

“We were very impressed by Neoteric’s LacTrack solution and its ability to truly integrate a wide-range of Microsoft software platforms into a highly scalable, configurable, robust and easy-to-use solution,” said Chris Sullivan, U.S. health industry solutions director, Microsoft Corp.

The MS-HUG Annual Awards recognize breakthrough contributions being made by healthcare organizations and individuals to drive efficiencies across the healthcare system – ultimately containing costs and improving the quality of patient care, as well as independent software vendor (ISV) solutions that demonstrate the best use of Microsoft technology to drive results in the healthcare industry.

### **About Neoteric Technology Ltd**

Founded in 1997, Neoteric Technology Ltd is a Vancouver, B.C. based company that provides simpler safer healthcare solutions that control the storage and handling of healthcare products, ensure patient safety at the point-of-care, and record complete information of all transactions. Neoteric products are installed in over 150 hospitals in Europe, North America, and Australia. For more information, go to [www.neoterictech.com/ms-hug2008.htm](http://www.neoterictech.com/ms-hug2008.htm).

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### **For More Information, Press Only:**

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### **Additional Information on the 2008 MS-HUG Annual Innovation Awards:**

The awards recognize healthcare organizations and individuals who exhibit the best use of Microsoft-based products, as well as independent software vendors that develop solutions on Microsoft technology for the healthcare industry. Award contestants are evaluated on how they provide significant business benefits to healthcare organizations and improve patient care.

Recognized as leaders in the healthcare industry by Microsoft and MS-HUG, the winners were announced at the Microsoft Booth, No. 2247, on Monday, Feb. 25. In addition, the ISV and customer finalists will be highlighted on the HIMSS and MS-HUG Web sites.