



## **To our Customers**

Neuhausen, December 2007

### **Report Speakout Pharma Field Trial**

Dear Milestone Customer

Today, we would like to draw your attention to a field trial we conducted last summer. About 100 visually impaired or blind people were testing Milestone Speakout, our RFID solution to tag pharmaceutical drugs with ones voice. Target of this so called „Pharma Project“ is to limit the risk of confusion while handling drugs to an absolute minimum and to make the information that is relevant to the customer accessible at any time. For you as customer, this report shall help to use Milestone Speakout in an optimized way.

A 2 minute contribution about the field trial has been given in the daily news of the Swiss National television, in French, viz:

<http://www.tsr.ch/tsr/index.html?siteSect=500000&channel=info#program=15;vid=8516018>

The procedure to tag medicaments was the following: The customer gives the sales person an electronic RFID tag, which is put onto the package of the purchased item. The tag is scanned by Milestone Speakout and the customer specific information is spoken onto it. Relevant informations include: Name of medicament and customer, usage prescription, best before date and the most relevant side effects.

We are glad to present you the results of this field trial in the following. One result at once: The test persons tagged plenty of objects other than medicaments, too. Be it in personal household or at ones working place - we believe tagging objects with voice has an overwhelming potencial for the Visually Impaired.

We wish you a Merry Christmas and a Happy New Year. We are looking forward to an event-rich, successful future. Best regards,  
Stephan Knecht, Managing Director, Bones Inc.

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## **Report Milestone Speakout Field Trial**

### **Part 1: Feedbacks from pharmacies**

Question 1: Is there a safety increase in handling medicaments when using Milestone and Speakout?

**Affirmation 97%.**

Question 2: Is the effective usage of one's personal medicine chest improved in case of bagatelle accidents?

**Affirmation 97%.**

Question 3: Is the patient's relationship to the pharmacist more permanent when the pharmacist provides him medication information in an appropriate form for visually impaired?

**Affirmation 81%.**

Question 4: Have the instructions, given by the patient, been clear and good enough structured to record the information quickly?

**Affirmation 81%.**

Question 5: Downloading of the package insert is not done for the time being.

Question 6: Would you advise an apparent visually impaired of Milestone 311 and the source of supply?

**Affirmation 100%.**

Question 7: Would you order a device for your patient if demanded by him or her?

**Affirmation 92%.**

Question 8: Would a loan of devices for a testing mode be supported by you?

**Affirmation 79%.**

Question 9: Would you be up to equip the medicine chest of visually impaired with tags and record or download the appropriate information on Milestone?

**Affirmation 97%.**

Question 10: Would this service be imaginable as public relation activity or would you need a payment of the expenditure of time ?

**Affirmation 71% (without payment)**

## **Part 2: Feedback of customers**

Question 1: How do you evaluate the variety of features that Milestone offers?

**Positive: 97%**

**Negative: 3%**

Question 2: How long did it take to learn handling Milestone and Speakout?

**Answer: Milestone 3.5 and Speakout 2.5 hours.**

Question 3: Do you evaluate the design of the tags as good?

**Yes: 69%**

**No: 31%**

### **Most frequent feedback and suggestions:**

- Describe the different types of tags in the manual.
- CD- and square tags are okay, round tags are not okay.
- A centering tool for CD tags would be an advantage.
- It is not possible to stick tags over bar codes .
- Users looking forward to the velcro-tag.
- Provide a broader range of tags (different sizes and shapes)

Question 4: Do you evaluate the manuals to the products as adequate?

**Yes: 86%**

**Neutral: 14%**

**No: 0%**

Question 5: Was it difficult to describe your wish to the pharmacist?

**No: 79%**

Question 6: Did you or the pharmacist record the tag in the end?

**Pharmacist: 61%**

**By oneself: 30%**

**Both: 9%**

Question 7: Did you have problems recording the information?

**No: 98%**

**Yes: 2%**

Question 8: Are you interested in having the complete package insert in spoken form?

**No: 46%**

**Yes: 46%**

**Neutral 8%**

Question 9: Or do you prefer that your pharmacist records simply the most important adverse effects?

**No: 50%**  
**Yes: 45%**  
**Neutral: 5%**

Question 10: Are you interested in ordering the full package insert over SBS (Swiss Library for Blind and Visually Impaired)?

**No: 88%**  
**Yes: 4%**  
**Neutral: 8%**

Question 11: Are you interested in downloading from internet your package insert?

**Yes: 50%**  
**No: 42%**  
**Neutral: 8%**

Question 12: Are you interested in listening to the package insert information on the phone?

**No: 100%**

Question 13:

Is the information of the expiry date important to you?

**Yes: 77%**  
**Neutral: 7%**  
**No: 17%**

Question 14:

Do you have difficulties to fix the tags on the packaging

**No: 84%**  
**Neutral: 12%**  
**Yes: 4%**

Question 15:

Do you favor disposable tags?

**No: 96%**  
**Yes: 4%**

Question 16: Do you prefer tags with Velcro?

**Yes: 64%**  
**No: 32%**  
**Neutral: 4%**

Question 17: Do you want to replenish the content of a new unit of a long-term medication in the previous container (which is already tagged)?

**Yes: 52%**  
**No: 44%**

**Neutral: 4%**

Question 18:

Do you think that a pharmacy which is aware of Speakout is a reason for a closer link for you?

**Yes: 95%**

**No: 5%**

Question 19: Would you recommend Speakout to friends?

**Yes: 90%**

**No: 10%**

Question 20: Are you interested in equipping your medicine chest with tags (Dollar 1 apiece)

**No: 50%**

**Yes: 45%**

**Neutral: 5%**

Question 21: Are you interested in letting equip your medicine chest from your pharmacist (Dollar 4 apiece to pharmacist)?

**No: 100%**

Question 22: Would you be opened to train older people how to handle Speakout?

**Affirmation: 84%**

Question 23: How many tags do you need for pharmaceuticals?

**Answer: Average 17 pieces.**

Question 24: And how many for other uses?

**Answer: Average 80 pieces.**

Question 25: Are you open-minded about reporting your use cases?

**Affirmation: 54%**

Question 26: Which are the most common uses you tested with Speakout beside pharmaceuticals?

**- Front-runner: CDs and DVDs**

- Storage/office: Envelope for allocating of content (e.g: accounts), documents of mandates, clothespins which clip documents, ring binder spine, boxes, most important phone numbers (emergency numbers), credit cards, bank cards.
- Clothing & personal-care products, clothes hanger, shoes, cosmetics, soap.
- Visiting card with recorded visit topics.
- Housekeeping: Cleaning agent, aerosol can, washing agent, storeroom, tools, wools sorted by color, bags, tupper ware, sorts of tee, prepared menus, jam.

- Food: Wine bottles, recipes, frozen products, spices, oven adjustments.
- Electronics: Keyboard layout of remote controls, recharger, video, stereo.