

PRESS RELEASE

PharmaPack 1-2 February 2010

Stora Enso Memori – A new intelligent solution for health care and beyond

Stora Enso is introducing a new intelligent solution for pharmaceutical companies and other businesses. Stora Enso Memori is a paperboard card with an embedded microchip that can be used as an electronic diary for medication and for collecting feedback on various occasions.

“Memori is an electronic diary card which offers an easy way for patients to keep a diary of their medication and symptoms. It can be used to follow up a patient’s blood pressure readings, medication, symptoms and feeling of wellness, for example. It’s also ideal for patient follow-up in clinical trials. When new medications are taken, consistent follow-up of overall condition is important for identifying possible symptoms. Memori can also remind the patient of the medication intake or feedback entry,” says Marcus Dehlin, Sales & Product Manager at Stora Enso.

Previously, Stora Enso successfully combined paperboard with electronics in its award-winning intelligent solution for pharmaceuticals packaging, the Stora Enso Pharma DDSi. The new electronic diary card builds on the same technical platform, a microchip embedded in the paperboard and the use of conductive print.

Applications beyond pharmaceutical end-use

Memori has potential uses that extend far beyond the health care sector. It can also be used for customer feedback, product feedback and direct mailing purposes. “One of our first trials with Memori involved collecting feedback from 1 300 visitors to a forest industry event. The card was well-received by users, and processing the feedback was quick and effective since no manual data sorting was needed,” says Dehlin.

Memori requires no computer literacy on the part of users. The card is handy, looks familiar and its answer buttons are easy to use. Its size and the number of questions and answer buttons can be customised. Each card has a unique ID and can store multiple data inputs. Memori communicates via NFC (Near Field Communication), a two-way communication technology based on RFID (Radio Frequency Identification). NFC enables wireless communication between devices over a short distance. NFC can be read in various ways such as a mobile phone or from a stand alone reading device that connects via USB to a laptop. The technical platform is compliant with the Continua standard used in the health care technology sector.

“We can offer production of Memori cards by Stora Enso or by selected accredited partners. This product has a relatively short time to market, unlike pharmaceuticals, which require long regulatory approval processes,” says Dehlin. Stora Enso is cooperating with Cypak in Sweden for the creation of the system environment in terms of the technical platform and the microchip used. Medixine in Finland offers compatible software and specialises in multimodal communication for health care. In the United States, Stora Enso is working with A&D Medical, a leader in advanced connected medical devices for home health care.

A direct link to image: <http://bmt.storaenso.com/storaensolink.jsp?imageid=091102CB03>

For further information:

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