

Neoteric's LacTrack® SafeLx System Reduces Patient Errors in Sunnybrook NICU

VANCOUVER, British Columbia – Jan 4, 2008 - Neoteric Technology Ltd. announced today that Sunnybrook Health Sciences Centre in Toronto has successfully deployed Neoteric's LacTrack SafeLx bedside point-of-care milk management system to protect infants in the Neonatal Intensive Care Unit (NICU). In just three months 159 health care providers including doctors, nurses, dietitians and feed preparation technicians used LacTrack SafeLx to verify and correctly order, prepare, distribute and feed over 28,000 units of milk to the correct 175 infants.

“The LacTrack system has been an unbelievable success,” said Dorothy Dougherty, Lactation Consultant at Sunnybrook. “The implementation was very well co-ordinated and the system is easy-to-use which has led to 100% compliance with all our staff. We now believe we have the most sophisticated milk management system in the world.”

LacTrack SafeLx manages virtually every aspect of the milk administration process including collection, tracking, storage, preparation and feeding using wireless mobile computers and printers. Both the infants and the milk containers are barcoded and scanned throughout the process to ensure the right milk is given to the right baby.

“We are extremely pleased with the impact LacTrack has had in preventing medical errors at Sunnybrook,” said Geof Auchinleck, President of Neoteric. “We also look forward to continuing our excellent working relationship with the Sunnybrook NICU staff to further increase patient safety in the areas of donor milk management and blood transfusion verification.”

About Sunnybrook Health Sciences Centre's NICU

The Sunnybrook Neonatal Intensive Care Unit in Toronto, Canada is a 41 bed Level III regional neonatal unit focusing on care of the most fragile preterm infant.

<http://www.sunnybrook.ca/programs/pg/nicu>

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About Neoteric's LacTrack System at Sunnybrook Health Sciences Centre, Toronto

Neoteric's LacTrack SafeLx is a handheld PDA based solution that ensures the right infant receives the right breast milk. The system uses 2D barcodes to capture patient, milk, order, and preparation information. Every aspect of the milk collection, storage and administration process is verified electronically and recorded in a central management system for auditing purposes. For more information about Neoteric's LacTrack system, go to www.neoterictech.com/LacTrack.html

About Neoteric Technology Ltd.

Founded in 1997, Neoteric Technology Ltd. is a Vancouver, B.C. based company that provides health care products to over 150 hospitals in Europe and North America. For more information, go to www.neoterictech.com.

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