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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
 (NIH-CAP)

Company Profile

Industry Sector: Medical Communications & Information Technology

Seeking: Strategic alliances for marketing and distribution of RxADHD

Company: **MediSpin Inc.** is an innovative medical communications company, established as an S-Corporation in June 1999. MediSpin is a community of knowledgeable, experienced, creative professionals dedicated to meeting the marketing, training, and educational needs of diverse healthcare and pharmaceutical specialists worldwide. Combining our thorough understanding of health and medical issues with our expertise in multimedia technology, MediSpin specializes in the design, development, and delivery of teaching and learning programs that engage, educate and extract information from your targeted audience. Since 2003, MediSpin has been awarded several NIH SBIR contracts and 1 grant with combined funding exceeding \$6 million.

Target Market(s):

- **Pharmaceutical Companies**
- **Managed Care Organizations**
- **Healthcare Professionals/Medical Groups**
- **Federal, State, Local Governments, Foundations**

Management

Leadership: **Brian Shanahan, CEO, Principal Owner, MediSpin Inc.**

Founded MediSpin and oversees new product development and marketing. PI for 6 NIMH Phase I & II SBIRs with over 25-years experience in medical communications, medical education, sales and marketing, including working with pharmaceutical companies in association with several drug launches.

Winner of the 2009 American College of Neuropsychopharmacology (ACNP) Media Award for his role *"In Informing the Public About Treatment and Ongoing Research in Mental illness"*

Scientific Advisory Board: **Duke University Medical Center**

Allan Chrisman, MD: Medical Director for the Duke ADHD Program; senior psychiatrist in the Program for Child & Affective Anxiety Disorders (PCAAD)

Richard D'Alli, MD: Chief, Division of Child Development & Behavioral Health; Medical Director of Child and Adolescent Psychiatry Services

Key Value Drivers

Technology*: **RxADHD** is an Internet-based software program that provides physicians with tools that allows them to efficiently, effectively & economically treat (time & cost) ADHD children and greatly enhances communication between the physician, parent & teacher via a secured communication network.

ADHDdecision.org is a user friendly, interactive web-based ADHD decision aid designed to educate parents about ADHD & guide them through the decision process. This will be included as part of RxADHD & also marketed separately.

Competitive Advantage: **RxADHD** is the **only** Internet-based software available that assists physicians, parents & teachers to assess, treat & monitor ADHD prescribed treatments for children.

RxADHD Effectiveness Study Summary	Advantages for Pharmaceutical Co.
Increased evidence-based practice behaviors relating to assessment & treatment of ADHD children	Marketing of evidence-based delivery
Removed and/or decreased burdens to implementation of these practice behaviors	Team of representatives providing a unique service to the healthcare community
Over 38% increase in adherence	Marketing of drug
Improved patient management and outcomes	Improve efficacy and self-efficacy of providers

Plan & Strategy: Aggressively marketing product upon launch and establish branding of the RxADHD name as the tool for physicians, parents & teachers to assess, treat, and monitor ADHD prescribed treatment for children in their care.

Product Pipeline & Development Stages

