

EZRxLookup System Flow

Mission:

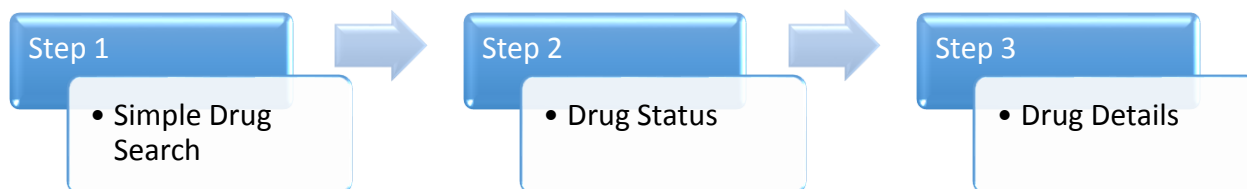
Make sense of what is important by simplifying FDA adverse events and recall drug data.

Strategy:

Provide an easy to use, informative, and simple tool (EZRxLookup) that provides relevant and fast results.

High level System Flow of EZrXLookup

EZRxLookup features an easy-to-use three step process.

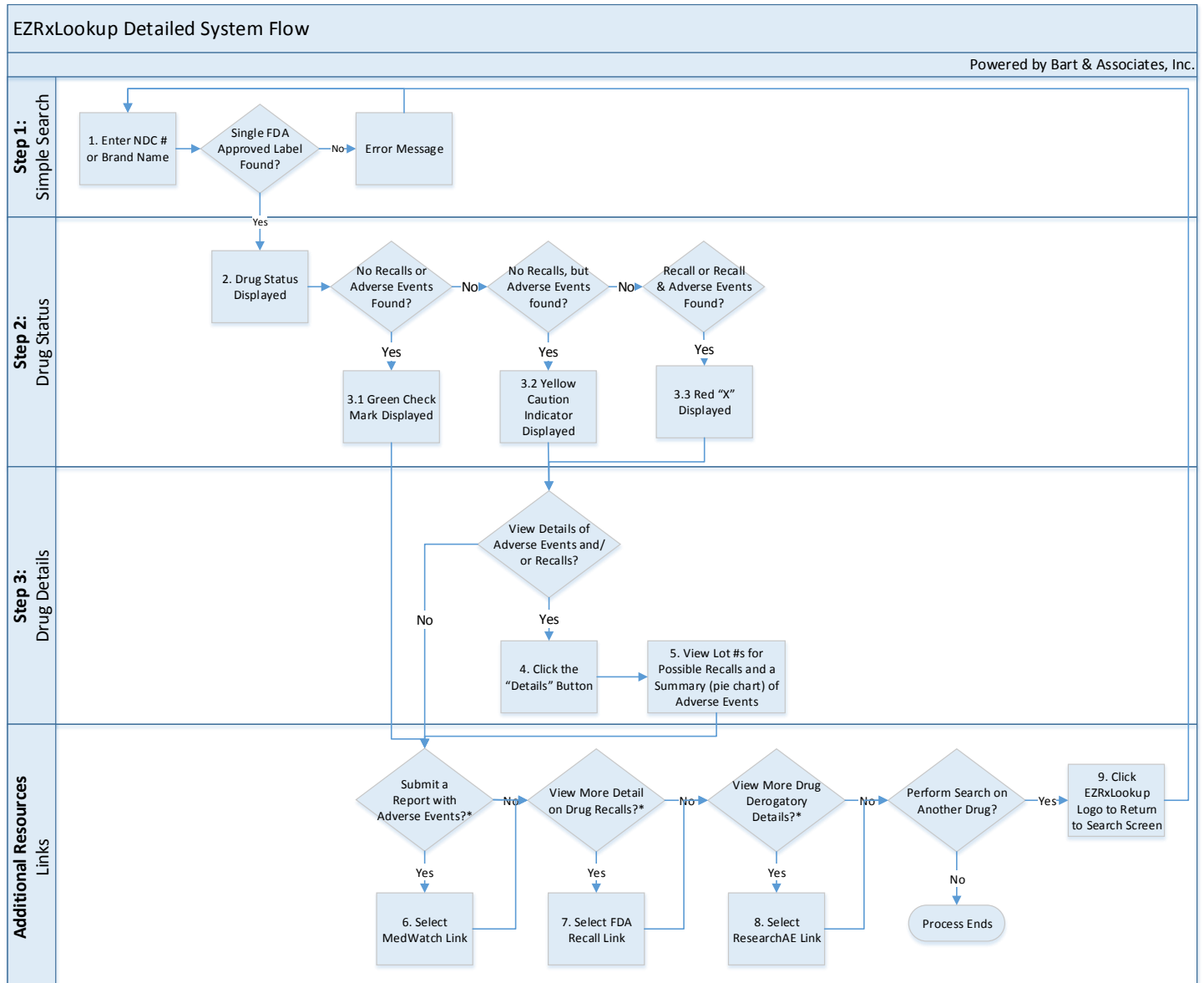


Step 1: The first step includes a simple search on the drug for which the user would like to acquire information.

Step 2: Once the user has searched for a particular drug in step one, step two yields a simple status result that provides a quick and easy to read visual indicator on the safety (whether the label is FDA approved, adverse events, and possible recalls for the drug) of that particular drug.

Step 3: The user can stop at step two; or, the user can proceed to step three if he/she would like additional details on the adverse events reported for the drug.

Detailed System Flow of EZRxLookup



* Not included for mobile as external sites are not mobile enabled.