

VIDEOTEX: A MEDICAL FRIEND

The demand by consumers and professionals for over-the-counter and prescription drug information has caused the pharmaceutical industry to explore the enormous potential of information dissemination through videotex.

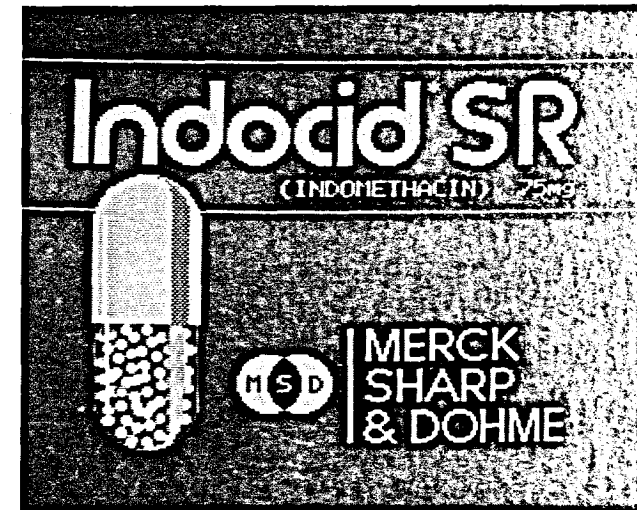
According to St. Clair Videotex Design Inc., a company that specializes in videotex applications, the growth of public awareness in general health and fitness has meant an increased interest in information on self-medication.

Ready information is important to the public and St. Clair sees it being made available on remote databases accessed in the home, or from stand-alone units in drugstores and medical institutions.

Specific applications can range from how to bandage a sprained ankle, through hints on handling emergency situations, to precise information on vitamin requirements.

Videotex is also the ideal solution to the problem of providing constantly updated information to the medical profession. Until now, this information was disseminated through the print media. Because of the time lag, some material was obsolete before it was even received.

One pharmaceutical company, for example, has created a databank of drug information and, using stand-alone units, delivers it to the medical profession at conferences and symposia.



The databank contains basic introductory information on pharmaceutical products as well as fully documented details, including illustrations and graphs on dosage, precautions, side effects, and other aspects.

Such applications can also be extended to the hospital environment, where health professionals would have instant access to a library of drug information, constantly changing and continually up to date.

For further information, contact: Doug Peter, President, St. Clair Videotex Design Inc., 40 St. Clair Avenue West, Suite 800, Toronto, Ontario, Canada, M4V 1M6.