



## **Dr M Group selects Health Robotics' Technology over RIVA for all of its I.V. Compounding Centers in South East Asia**

**Bozen, Sud-Tirol, Italy – September 14<sup>th</sup>, 2009** – Health Robotics today reported that Dr M Group has selected the CytoCare™ and i.v.STATION™ Robots to be deployed across all of its I.V. Compounding Centers in Malaysia, Singapore, Indonesia, Vietnam, and India.

*"After multi-year due diligence on 2 companies in the field of I.V. Robotics, the doubts we had on this exciting new technology [due to RIVA's publicly announced multi-year delays in bringing their robot to first hospital's use], and the large capital investment required to automate our I.V. Centers, these 3 factors demanded that we witnessed the real results of these IV Robots with actual hospital visits, rather than simply rely on vendors' stated vision or promises. I visited RIVA's Children's Hospital of Orange County and Health Robotics' University of Colorado and Umberto I University Hospitals. After seeing real patient utilization, we quickly decided to select Health Robotics due to their unique ability to compound both chemotherapy and non-hazardous I.V. Admixtures, much lower total cost of ownership, and finally the fact that in my opinion, Health Robotics' technology is two to three years ahead of RIVA's",* stated Dr Viswanathan Mukaya, CEO of Dr M Group.

Since Dr M Group wished to deploy both Cytocare and i.v.STATION on a "pay-per-dose" basis rather than with typical upfront capital investment, this business model, arguably more suited to the South East Asia healthcare market, demanded an adjustment of Health Robotics' customary global indirect sales-channel strategy. Without losing Health Robotics' stated philosophy of multi-year recurring revenue streams and after Dr M Group's selection of Health Robotics' technology, both companies decided to form a new joint venture, Health Robotics SEA Ltd., with the purpose of safely, accurately, and cost-effectively compounding I.V. Admixtures in the above mentioned countries, plus future expansion into Brunei, Thailand, Philippines, Laos, Cambodia, Bangladesh, Sri Lanka, Nepal, Bhutan, Maldives, East Timor, and Myanmar. This joint venture structure will more adequately reflect the need for a "pay-per-dose" business model by having the partners jointly share responsibilities and profits, thus providing more direct involvement and support by Health Robotics than traditional "at-arms-length" distribution agreements.

*"I'm very pleased to maintain our 100% winning record in every competitive I.V. Robotics' purchasing decision in the world since we launched the company in mid-2006. Obviously it's an impossible record to forever maintain, but everyone in our company will certainly enjoy the winning record while it lasts. I have tasked Gaspar DeViedma with the responsibility to manage Health Robotics' part of this exciting new joint venture in South East Asia, for which he will be partially relocating from Europe to Asia-Pacific during a yet to-be-determined period of time. Mr. DeViedma will also oversee a future manufacturing expansion of the company in Asia-Pacific to cope with the sudden growth in the region that Health Robotics has experienced after we successfully changed sales-channel strategies this Summer, including the NTUH direct intervention in Taiwan, and the soon to be announced Health Robotics' new marketing and operations strategies in China, Australia, and New Zealand",* stated Werner Rainer, Health Robotics' CEO.



**About Health Robotics:**

Health Robotics is the global leading supplier of life-critical intra-venous medication preparation, compounding, and dispensing Robots, providing healthcare facilities in four continents with robotics technology and software automation solutions. The world-leading solutions CytoCare [hazardous IVs], i.v.STATION [non-hazardous IVs], i.v.SOFT [workflow engine] and the future development of TPNstation, have and will greatly contribute to ease global hospitals' growing pressures to improve patient safety through the effective and efficient production of sterile, accurate, and ready-to-administer IVs, to eliminate life-threatening drug-exchange errors, to decrease other medication errors and sterility risks, and to work more efficiently, increase throughput, reduce waste, and contain costs. For more information, please visit <http://www.health-robotics.com>

**About Dr M Group:**

Dr M Group is a privately-held conglomerate of business enterprises whose mission is to bring unique high-quality products and services to South East Asia and to elevate the quality of life standards in the countries it operates. Dr M Group, a leader in South East Asian Private Finance Initiatives (PFIs) [initiatives that, in addition to products and services, provide financial support under a public-private partnerships], utilizes its access to capital and its relationships with international organizations such as the IFC and the World Bank in order to make these high-quality products and services affordable to the lives of South East Asian populations. Some of its most recent projects included the safe and efficient optimization of chemical and hazardous waste disposal services in Malaysia and Vietnam, and the first-ever Healthcare PFI granted in Malaysia.

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