

INTELLIJECT:

# DRUG DELIVERY DESIGNED WITH THE PATIENT IN MIND

## Reducing the risk of user error and improving the portability of traditional epinephrine pen injectors

*The design of an innovative, easy-to-use autoinjector that incorporates a safer injection method and voice prompts explaining proper use with a slim, portable device design.*

Millions of people with severe allergies live with the day-to-day fear of coming in contact with a life-threatening allergen. For many at risk for anaphylactic shock, an epinephrine drug injector can mean the difference between life and death. Jokingly referred to by their doctor as “the two most allergic boys on the planet,” twins Eric and Evan Edwards intimately knew the importance of carrying an epinephrine pen, but recognized the potential for failures with existing devices. Dissatisfied with the status quo, the two desired to make a better pen — one that was developed by patients, for patients.

Existing pens were bulky, and in many cases were being misused. As a result, the brothers set out to partner with an experienced industrial design firm to create a device the size and shape of a credit card that was both easy to use and effortless to carry.

The Edwards came to Veranex for assistance in developing their mainstay product. The design challenge was to create a medical device that employed state-of-the-art technology, but was designed around the patient's actual needs and behaviors.





Investor-backed, the brothers began working with Veranex's industrial design, human factors, and engineering teams to resolve the behavioral and usability limitations of existing product offerings. After creating a novel design, the partnership continued development through full-scale design for manufacturing.

Under the name Intelliject (now Kaléo), the company produced a device that was heralded as a marquee product for anaphylactic shock patients. The brother's innovative technology solves multiple misuses common in existing products. In addition to a slim, portable package, the new auto injector features voice prompts explaining proper use of the device.



## Updates

In November 2009, Intelliject signed a licensing agreement with Sanofi-Aventis to manufacture and commercialize the product in North America. The deal — worth up to \$230 million in milestones and additional double digit escalating royalties — speaks to the innovation and impact of this new design, as well as the value the product brings to its users.

The product, re-branded under the name Auvi-Q, can be found in participating Walgreens and CVS stores throughout the United States.

## ABOUT VERANEX

Veranex is the only truly comprehensive, global, tech-enabled service provider dedicated to the medical technology industry. Offering expert guidance from concept through to commercialization and across the development continuum, Veranex enables accelerated speed to market, controlled development costs, development risk mitigation, and accelerated market viability assessment.

At every stage, Veranex customers realize efficiencies in cost and time, while our integrated and comprehensive solutions unify the entire development process. With Veranex as your end-to-end partner, you're well-positioned to deliver the safest, most effective devices to improve outcomes to patients everywhere.



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