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[Continued on next page]

(54) Title: A PERSONALIZED HEALTHCARE MANAGEMENT SYSTEM

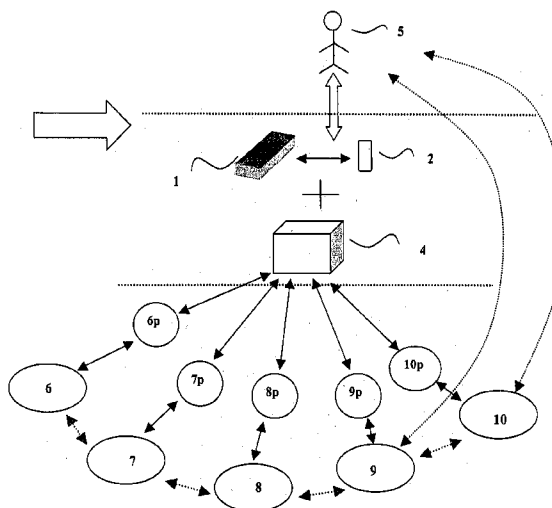


Figure 1 (b)

(57) Abstract: Personalized healthcare management system. The personalized integrated healthcare anti-counterfeit management system provides pack authentication, user (5) feedback and compliance, documentation of the dosage uptake by the users (5), maintenance of user (5) related data and displaying compliance and feedback information, and liaising with healthcare agencies, user's nominated persons and/or medical practitioners (6). It further provides real-time and authentic data in raw and analysed form to diverse agencies in the healthcare chain. Moreover, a method for delivering pharmacovigilance related information in clinical trials is disclosed. Authentication of diverse healthcare agencies in the healthcare value chain such as medical practitioners (6), users (5), pharmacists (7), pharmaceutical companies (9), and clinical researchers is taken care of.

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