

## **PocketPharmacist Voted #1 Pharmacy iOS App of 2011**

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California based Danike is pleased to announce their medical app, PocketPharmacist, was voted the #1 Pharmacy iOS App and featured in the Medical Best Of The Best awards by iPhone Life Magazine's Nov/Dec 2011 Issue. Currently, PocketPharmacist is the #2 ranked medical app in the iTunes Store and features Pharmacist summarized drug information, a medication organizer allowing profiles to be emailed to Doctors or loved ones, and various web resources including a pill identifier.

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"We are thrilled with PocketPharmacist's early success and are committed to further improving the app during 2012", said Michael Guren, CEO/Founder of Danike. "We thank our early customers for their support and want them, and future customers, to know that PocketPharmacist will see some exciting new features rolled out during the next few months."

PocketPharmacist's philosophy of "less is more" has delighted its users. Drug interactions, warnings, or side effects that rarely occur will not be listed. This allows the user to safely focus on the most important drug information rather than being forced to skim through an encyclopedia. Users have rewarded this philosophy with 200 reviews averaging 4.5 stars.

PocketPharmacist also features an organizer (aka Pillbox) helping users keep track of their medications, allergies, and Doctors. No longer will they have to worry about misplacing medication lists for their parents, clients, or themselves. What makes Pillbox unique? It allows users to email a neatly formatted medication profile to a Doctor or loved one. It also allows users to view their medications by frequency (i.e. all morning medications separated from evening medications) making pillbox pre-pours much easier.

PocketPharmacist's Features Include:

- \* Nearly 1,000 Pharmacist summarized drug records (drugs added/edited monthly)
- \* Pillbox (medication organizer)
- \* Web Resources (pill identifier, additional drug information for 25,000 medications, medical dictionary, and more)

Device Requirements:

- \* iPhone, iPod touch, and iPad
- \* Requires iOS 4.3 or later
- \* 1.7 MB

Pricing and Availability:

Through the end of December, PocketPharmacist 2.7.4 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Medical category.

PocketPharmacist 2.7.4:

<http://www.danike.com/pocketpharmacist/>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Purchase and Download:  
<http://itunes.apple.com/app/id387365379>

iPhone Life Magazine Awards - Digital Copy:  
<http://www.iphonelife.com/issues/2011BuyersGuide/BestAppsMedical>

Screenshot:  
<http://a2.mzstatic.com/us/r1000/087/Purple/2b/87/19/mzl.svvmxnnt.320x480-75.jpg>

App Icon:  
<http://a4.mzstatic.com/us/r1000/110/Purple/0f/7b/19/mzl.iqplwqlx.175x175-75.jpg>

Danike, founded by a Pharmacist, designs software that is simple, basic, and to the point. We believe in offering customers "things that just work" with minimal effort on the user's behalf. For further information, please visit us online. Copyright (C) 2011 Danike, Inc. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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