

OTC Assistant: Filling a Gap in the Health-Care Category for iOS

Published on 08/10/14

Wisconsin based BadgeRx Software LLC today introduces OTC Assistant 1.0, a new health-care app for anyone who needs help finding over the counter (OTC) drug products. OTC Assistant lets users browse the virtual aisles of a pharmacy or conduct keyword-driven searches to easily find drug products they need. Detailed information for each product includes an image of the retail packaging and a complete list of drug facts including ingredients, uses, precautions, and directions.

Oshkosh, Wisconsin - BadgeRx Software LLC today is pleased to announce OTC Assistant 1.0, a new health-care app for anyone who needs help finding over the counter (OTC) drug products. Shopping for the right over the counter (OTC) drugs can be a daunting task. In the Apple App Store there are only two apps devoted to this topic, OTC Guide and OTC plus, neither of which is an adequate tool for the job. This has left a gap in the health-care app category that OTC Assistant will effectively fill.

OTC Assistant lets users browse the virtual aisles of a pharmacy or conduct keyword-driven searches to easily find drug products they need. OTC Assistant uses autofill to help predict keywords for common symptoms such as fever, headache, and sore throat, so that only relevant products are displayed to the user. Users can also search by popular brand names or ingredients if they have an idea of what they are looking for.

Detailed information for each product includes an image of the retail packaging and a complete list of drug facts including ingredients, uses, precautions, and directions. Product information can be e-mailed as a PDF, printed wirelessly via AirPrint, or bookmarked for future viewing.

OTC Assistant was developed by a community pharmacist who is passionate about empowering patients and helping them become familiar with over the counter drugs. OTC Assistant won't substitute the advice of a health-care professional but will point most users in an appropriate direction.

Users should be aware that this app does NOT include herbals, vitamins, homeopathic remedies, or supplements.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 7.0 or later
- * 55.2 MB

Pricing and Availability:

OTC Assistant 1.0 will debut for a limited time for \$0.99 USD (or equivalent amount in other currencies) and be available worldwide exclusively through the App Store in the Medical and Health & Fitness categories.

OTC Assistant 1.0:

<http://badgerxsoftware.squarespace.com/>

Purchase and Download:

<https://itunes.apple.com/app/otc-assistant-over-counter/id897662819>

Screenshot:

<http://a4.mzstatic.com/us/r30/Purple/v4/c4/b5/60/c4b56042-b031-a421-d557-cd3e0671c39a/screenshot480x480.jpeg>

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

App Icon:

<http://a3.mzstatic.com/us/r30/Purple/v4/f5/3f/21/f53f2147-cb4a-8dea-bab3-85da7b27b16f/mzl.lkcljrfd.175x175-75.jpg>

BadgeRx Software LLC makes intelligent software products for health-care professionals and the general public that fill gaps in the iOS market. Its first product, RxOrange, is an Orange Book compendium for pharmacists that assists in generic substitution and brand-name drug patent expiration. BadgeRx Software was founded by a pharmacist and independent developer, Jonathan Badger, PharmD in 2010. Currently, Badger lives and practices community pharmacy in Oshkosh, Wisconsin, and programs for iOS in his spare time. All Material and Software (C) Copyright 2014 BadgeRx Software LLC. 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. Other trademarks and registered trademarks may be the property of their respective owners.

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