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New Utah Law Becomes First to Regulate Internet Pharmacies, Utilizing Best Practices of KwikMed.com

SCOTTSDALE, ARIZ (June 3, 2010) — For over a decade, “rogue” online pharmacies have peddled illegal impotence pills across the Web, dodging the law while harming consumers across the nation. In response, Utah recently became the first state to pass a bill defining and regulating the professional practice standards of online pharmacies. To draft the bill, legislators relied on the business model and industry standards created by industry leader, KwikMed™ which has become a model for the online delivery of healthcare.

KwikMed™ CEO Peter Ax joined legislators for the signing of S.B. 274, which passed unanimously on March 30, 2010. The law is the first of its kind to regulate and license Internet pharmacies through the creation of a series of safeguards designed to protect consumers from “rogue” Internet pharmacies. “Rogue” pharmacies are defined as businesses who deliver unsafe, unregulated, illegally imported medication via the Internet. The law specifically allows for the sale of only certain medications and creates a secure interface for the online pharmacy, the online patient, the online physician and the website owner.

“With online medications becoming more and more accessible, having the strict professional standards contained in Utah’s licensing statute are critical to providing safe, secure access to a limited list of online medications,” says Utah Senator Curt Bramble. “Public health, safety, and welfare are best addressed and protected by the innovations afforded in Utah’s model legislation.”

Ax and the KwikMed™ team have been the driving force behind online healthcare reform, perfecting their own business model by working closely with physicians and experts to provide customers with a safe, regulated and discreet method of purchasing select FDA approved medications online.

“In 2001, within 24 hours of acquiring the company, we met with Utah regulators to notify them of our acquisition and to ask them to engage with us in a dialogue about the delivery of healthcare online,” explains Ax. “Working with these experts and regulators, the cornerstone of our business model became intelligent branching software which asks patients specific questions about their medical history, based on how they have answered previous questions about their medical history.”

As part of the newly passed legislation, Utah is currently creating the first-ever Internet Pharmacy Board comprised of industry experts and thought leaders in healthcare, to regulate Internet pharmacies.

“Now, more than ever, this country needs to embrace online innovations, leading to safer and more affordable health solutions,” says Ax.

KwikMed™, in accordance with state regulation, only offers prescriptions for conditions that can be safely diagnosed through a patient consultation. Currently KwikMed™ is the only approved and licensed pharmacy to prescribe Viagra®, Cialis®, Levitra®, Propecia® and Chantix® online.

About KwikMed™

KwikMed™ is the only online healthcare service granted regulatory approval to prescribe and deliver FDA-approved medications. Backed by fully licensed doctors and pharmacists, KwikMed™’s extensive interactive online assessment is often far more thorough than a traditional face-to-face consultation with a doctor, allowing KwikMed™ to treat conditions and diseases that can be safely managed without a face-to-face office visit with a physician. KwikMed™’s revolutionary approach is creating a new channel for healthcare delivery, expanding patient options and increasing personal control. Based in Utah and regulated by the Utah State Department of Occupational and Professional Licensing, KwikMed™ is wholly owned by Phoenix Capital Management of Scottsdale, Ariz.

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