



Employing industrial design to address the national opioid crisis

(Beaverton, Ore.) — March 28, 2018—When tackling our nation’s \$500B opioid crisis, unique solutions emerge when visionary entrepreneurs and talented designers join forces.

As Modern Edge founder Charles Austen Angell explains when he takes center stage at the Industrial Designer Society of America (IDSA) Medical Summit in Boston, MA, on March 29, 2018, “Designers are part of a creative community which exists with one binding common belief: It is within us to make tomorrow better.”

Mr. Angell’s presentation focuses on the value of the design thinking perspective in addressing the national Opioid crisis. After exploring both the history and pending legislation involving opioids, Mr. Angel will challenge audience members to consider how the opioid problem should be framed. Recently, the White House Council of Economic Advisors reported that the U.S. spent 2.8% of its GDP on the opioid crisis. According to The Centers for Disease Control and Prevention estimate, the total "economic burden" of prescription opioid misuse alone is \$78.5 billion a year (including the costs of healthcare, lost productivity, addiction treatment, and criminal justice involvement).

For many, these numbers have proven staggering; Mr. Angell, however, suggests that his audience consider an alternative; begin working with companies to develop solutions that address the underlying problem, as he has done in choosing to work with medical device innovators.

One client, Curadite, empowers patients, clinicians, caregivers and family members to work together; with the support of our intelligently linked, proactive medication adherence platform, Curadite’s scalable opioid management platform combines cellular-enabled packaging with usage reminders/messages, education, and incentives. Using innovative, custom-designed packaging, Curadite provides increased access to Narcan, the lifesaving, non-addictive drug that reverses opioid overdose.

Entitled “Digital Hope: Design and the Opioid Crisis”, Mr. Angell intends to continue to work with Curadite to elaborate and develop solutions that make tomorrow better.

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