



## Health-Reform

*To stay healthy, one needs more  
than a healthy lifestyle*

### **US Company initiates a new program to complete health-prevention**

#### **Bach Pharma Announces Preventive Drug Development Program**

January 4, 2010 — Bach Pharma, Inc, a privately held drug development company based in North Andover, Mass., today announced the launch of a Preventive Drug Development Program (**PDDP**) to discover and develop medical options that will help health care providers alter patient behavior to improve patient health.

In addition to developing new drugs, the initiative, undertaken in cooperation with sponsors, foundations, and corporate partners, will identify issues that affect the medical community's near-term ability to deliver cost-effective, preventive drugs to patients. The PDDP also will provide assessments of drug design, education, delivery and regulations.

"Health care providers around the world are increasingly concerned with rising cost of delivering health care cost-effectively," said Bach Pharma's Science Director, William S. Lynn M.D. "Our new initiative will help providers better understand the range of medically-based prevention options while educating patients on steps they can take to improve their health. As important, the drugs we are developing, aimed at preventing devastating disease symptoms, will help lower costs of our health care system."

"The direction of patient-centered medicine is poised to undergo significant change, as cost pressures continue to rise across the health care delivery system," he said. "It is possible that by the end of this decade, as care providers and patients gain a better understanding of medicine-based preventative measures, prevention will become the new norm when it comes to maintaining good health."

"In the age of individualized medicine, we now have the ability to genetically identify these syndromes, even before birth. We have the tools and the knowledge to alleviate and combat many genetic diseases before they manifest themselves, such as ataxia-telangiectasia, Ushers syndrome, and retinopathy of prematurity."

Steven L. Stroup M.D., Bach Pharma's Chairman of the Board, remarked, "The medicines and information developed through the PDDP will provide widespread benefit in the United States and globally. We have scientific documentation of the strong, positive therapeutic effects of Bach Pharma's disease-prevention drugs. With our understanding of the cascading effects of viruses, injuries, environmental and genetic diseases, we believe that during the next decade we'll be able to integrate this knowledge to better health care outcomes".

Bach Pharma's product development pipeline includes candidates that can prevent symptoms induced by various stressors, including unfolded proteins, saturated fatty acids, infections, trauma and antioxidant deficiencies as observed in atherosclerosis, metabolic syndrome and many neurodegenerative diseases, including Alzheimer's, Parkinson's, Huntington's, multiple sclerosis and amyotrophic lateral sclerosis. Bach Pharma's research has identified drugs shown to be effective in preventing symptoms in these disease states.