

# CTT announces eHealth SME advisory board member Michelle Hamilton-Page

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The Board of Directors of [Mindesta Inc.](#) (OTCBB: MDST) is pleased to announce the appointment of Michelle Hamilton-Page, Digital Strategist, to the advisory board of CTT Pharmaceuticals effective immediately.

"We value the addition of Ms. Hamilton-Page, as our holistic approach includes creating better adherence and safety for our future opioid based pain management products including the use of digital technology. In order to assist in creating a less dependent product, we need to understand the needs and issues associated with major stakeholders such as public health organizations and Centers for Addiction and Dependency. Michelle has excellent experience utilizing a variety of digital technology with these key stakeholders that we hope to leverage." Said Dr. Pankaj Modi - CEO, CTT Pharmaceuticals

Michelle Hamilton-Page is a digital strategist in online, social and mobile media, and has been working in the public health, hospital and NGO sector for the past 15 years. Michelle has led multiple health tech innovation projects, directing product development from concept through design. She has managed the marketing of digital tools and resources by targeting diverse communities and stakeholders. Highlights of Michelle's work include a public health communicable diseases e-notification and resource mobile application; the development of a suite of social media platforms and strategies for allied health professionals, clients and families, and an evidence-based mobile application aimed at helping people cut back or quit drinking.

Michelle brings experience as a health promotion policy consultant in communications and social marketing not only in the private sector but with non-profits, and most recently the public sector. A sought after speaker locally and internationally, Michelle recently presented at South By Southwest (Austin, Texas, 2014) on gaming and health, at Youth+Tech+Health Live (San Francisco, California, 2014) on Crowdsourcing Health Solutions, and at Addictions Mental Health on moving towards social maturity in the Healthcare Sector (Toronto, Canada, 2013). Involved with Toronto's social innovation community Michelle brings a passion for community and crowd-sourcing innovative solutions. This together with an on-going interest in exploring how new media and technology can facilitate open and dynamic communication make Michelle a valuable addition to our dynamic and innovative team.

## **ABOUT CTT PHARMACEUTICALS:**

CTT Pharma has invented and developed an ideal intra-oral, sublingual, fast-dissolving wafer drug delivery system, complete with a mobile backend tracking software designed to increase patient compliance and prevent physical addiction.

CTT Pharma's principal asset is a patented, orally administered, fast dissolving wafer (the "Wafer")

The Wafer formulation is protected by Canadian Patent Number CA 2624110 C and US Patent Number 8,823,401 B2. The Canadian Patent, is a blanket patent covering most pharmaceutical agents (an open patent) and US Patent consist of approved opiates; such as Fentanyl, Morphine, Codeine etc.

CTT Pharma's primary mission is to lower addiction and improve overall compliance within the pain management market, specifically opiates, through the use of improved drug delivery and novel IT technology. This technology platform will be targeting both the human and pet (Veterinarian) markets.

CTT Pharma's Oral fast dissolving drug delivery systems will consist of films and wafers that dissolve without water, within a few seconds after placement in the mouth. The majority of drugs administered using our drug delivery system, mirror injections in that they have the ability to enter the bloodstream quickly, are convenient and discrete, and can be administered anywhere. A faster absorption rate is achieved because the mouth contains a very thin mucosa and is extremely vascular. There is no bitter taste, no smoke inhalation as is the case with cannabis, and less degradation of medication (by bypassing the stomach) and most importantly lower dosage units are required given the efficiency of absorption. Patient compliance is improved, especially with those who have a fear of choking and/or are pediatric, geriatric or incapacitated patients who have difficulty swallowing.

Most fast dissolving systems on the market today deliver anti-inflammatories, antihistamines and cough and

breathing related medications. CTT believes that its technology will be the first to gain widespread use in major markets such as Pain Management (MedWafe), Veterinary Medicine(VetWafe) as well as Medicinal Marijuana(Cannawafe).

**For additional information, please contact:**

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**Forward Looking Statements:**

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