



## Imprimis Pharmaceuticals' Dropless Formulations to be Presented in Multiple Sessions at the 2014 American Academy of Ophthalmology (AAO) Meeting

October 16, 2014

SAN DIEGO, Oct. 16, 2014 /PRNewswire/ -- Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY), a specialty pharmaceutical company focused on the development and commercialization of high quality and innovative sterile and topical compounded drug formulations, today announces its attendance, and related "Go Dropless!™" events, at the 2014 American Academy of Ophthalmology (AAO) annual meeting in Chicago, Illinois, October 17-21.

Imprimis will host a **Go Dropless Reception**, to be held **Saturday, October 18** from **5:00-8:00 pm local time** at the **W Hotel City Center**. The event will feature Mark L. Baum, CEO of Imprimis Pharmaceuticals, sharing his vision for the company and discussing the success of dropless cataract surgery since its launch in April 2014.

Additionally, a panel of current prescribers will be present at the reception to share their own experiences with dropless cataract surgery. The reception will include video demonstrations of surgical technique and insight on how ophthalmologists have incorporated dropless cataract surgery into their practices. The faculty panel members include: William Trattler, MD; Hunter Newsom, MD; Ahad Mahootchi, MD; Stewart Galloway, MD; James Lewis, MD and Jeffrey Liegner, MD. Dropless cataract surgery will also continue its presence at the AAO meeting through the following events:

**M. Stewart Galloway, MD**, will present a paper, "Transzonular Steroid/Antibiotic as Cataract Prophylaxis: Retrospective Analysis of 2300 Patients", on **Sunday, October 19**, at **11:15 am, McCormick Place, Room S405**.

**Robert H. Osher, MD**, will introduce Dropless Cataract Surgery as a panel discussion topic during "The Cutting Edge" session on **Sunday, October 19, 12:15 pm, McCormick Place, North Hall B**.

**James S. Lewis, MD**, will host a poster session titled "Macular Edema Following Intravitreal Triamcinolone as an Alternative to Post-cataract Anti-inflammatory Drops." The poster, #PO324, will be presented on **Monday, October 20**, from **12:30–2:30 pm, McCormick Place, Hall A**.

Imprimis initiated the **Go Dropless** campaign earlier this year. The campaign was created to inform ophthalmologists about dropless ophthalmic surgery and the patent-pending injectable compounded drug formulations Imprimis has developed in conjunction with physicians and pharmacists. Since launch of its educational campaign, dropless ophthalmic surgery has been positively embraced by leading cataract surgeons across the country.

"The positive feedback we are receiving from clinicians and their staff each and every day has been tremendous," commented John Saharek, VP, Commercialization. "At AAO 2014, we're excited to showcase our "Say Goodbye" messaging, surgical technique portal, practice implementation support, and of course, the positive impact going dropless is having on patients and eye care professionals."

"We look forward to interacting with many physicians that have used our customizable compounded formulations as they share their clinical experiences with dropless therapy, and meeting with others in the ophthalmology community so we can demonstrate how they can incorporate this significant advancement in cataract surgery into their practices," said Mark L. Baum, CEO. "Since the launch of Go Dropless, over 100 ophthalmologists have been trained or have begun using our compounded formulations during ocular surgeries. This number grows every week as our team continues to address interest in our formulations with the goal of making this option available across the country. At leading ophthalmology conferences like the AAO meeting, physicians we meet with are reporting a greater than 90 percent success rate in eliminating the use of post-operative eye drops."

Additional information about Imprimis and the events at AAO will be available to conference attendees at the Imprimis booth, # 4252.

Interested parties may register for the Go Dropless reception by visiting [www.GoDropless.com/events](http://www.GoDropless.com/events) or contacting [events@imprimispharma.com](mailto:events@imprimispharma.com).

### ABOUT DROPLESS OPHTHALMIC SURGERY FORMULATIONS

Imprimis acquired the intellectual property for its patent-pending dropless cataract surgery and other ophthalmic surgery formulations in August 2013. Injectable drugs are revolutionizing the management of cataract patients. They simplify the process and provide safeguards against bacterial infection and inflammation, reducing the dependence on drop therapy and as a result, decreasing overall costs. Patients no longer need to administer multiple drops daily, thereby largely eliminating patient

non-compliance and errors associated with this approach. Dropless cataract surgery has tremendous potential benefit to patients, caregivers, surgeons, staff, and the healthcare system alike.

## **ABOUT IMPRIMIS PHARMACEUTICALS**

San Diego-based Imprimis Pharmaceuticals, Inc. (NASDAQ: IMMY) is a specialty pharmaceutical company dedicated to delivering high quality and innovative medicines to physicians and patients at accessible prices. Imprimis is pioneering a new commercial pathway using compounding pharmacies for the formulation and distribution of its proprietary drug therapies, which include formulations in ophthalmology and urology. For more information, please visit [www.imprimispharma.com](http://www.imprimispharma.com) or [www.GoDropless.com](http://www.GoDropless.com).

## **SAFE HARBOR**

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