

Discount Code: Date Based Pricing: [Edit](#) [Delete](#)

## 2023 CAASE Award Submission

## CAASE Awards Submission

**Submission Category:**

Innovation in EMS

**Submission Title:**

Digital Narcotics Tracking

**Contact Name:**

Clive Savacool

**Organization:**

LogRx

**Email:****Preferred**

clive@logrx.com

**Address:****Organization****Phone:****Work Phone****Number of Annual Service Requests:**

Not Applicable

**Number of Ambulances:**

0

**Business Type (check all that apply):**

Business

Privately Held Corporation

**Project Participants (Names, Job Titles & Email Addresses of individuals involved in the project):**

Clive Savacool, CEO (clive@logrx.com)Skye Thompson, COO (skye@logrx.com)Tanner Burton, CTO (tanner@logrx.com)Kristen Simoes, VP of Marketing (kristen@logrx.com)Todd Long, VP of Sales (Todd@logrx.com)Spencer Carlson, Developer (spencer@logrx.com)Dr. Mark Johnson, Veterinarian SME (drmark@logrx.com)

**Situational Analysis (Background of Project):**

EMS has historically been in a state of normalization of deviance when it comes to managing narcotics. For decades, since the inception of advanced life support in EMS, agencies have relied on simple pen and paper to track lethal medications such as fentanyl and morphine. Drugs that are in the hands of professionals that are not only in one of the most stressful industries, but are also the most prone to both PTSD and substance abuse. This lapse in accountability of narcotics comes to a surprise to most people outside the EMS industry and whenever an incident makes the news of a narcotic being lost, stolen or abused by an employee, the agency involved is publicly undressed for the lack of oversight. With this in mind, the LogRx team took on the task in 2022 to change the industry.

**Project Goals:**

The goal of the LogRx team was to disrupt how EMS professionals looked at tracking narcotics. The team's CEO, Clive Savacool, a career paramedic and fire chief, knew from his experience that employees will only take something as serious as management does. So if the staff is given lethal drugs and then a simple piece of paper and a pen to track it, they're going to give it exactly that much care. If you give them an easy to use program, that still has complete accountability, 24 hours a day, accompanied by training and supporting policies, then they're going to give it that level of care. On a wider level, our goal is to help agencies reduce waste, loss, theft and maintain the highest level of accountability with a system that is easy to use. Developing a program that makes generating reports during an audit quick and simple is also a priority. The collateral benefit of the project goals has been reduced staff hours to conduct audits and manage inventory as well as reduce waste, given the programs ability to monitor drugs expiring soon. And a major benefit of eliminating paper, has actually been quite impactful given the number of agencies using the program. So the environmental impact has also been a great collateral benefit as well.

**Planning & Implementation (describe process from the planning phase, including research, through implementation phase. Include the overall length of your project in weeks/months):**

Our project took three years to really become the program that it is. Our narcotics tracking concept began in 2016 with the Founder, Clive Savacool, looking for a viable way to improve how narcotics are tracked in EMS. Having spent 20 years in EMS at that point himself, both in the field and in management, he was well aware of the absence of accountability when it came to controlled substances. Although Clive had experience in previous software startup companies, this project was going to have limited resources, both financial as well as personnel. The project itself was established to have a product with the following parameters, easy to use, low barrier of entry (no hardware to purchase and affordable), highest level of accountability possible, and personal relationship with users based on the founders experience and reputation in the industry. To achieve the first goal of easy to use, several designs were formed and refined to create a program that needed minimal, if any instruction. A program that could be downloaded and used immediately. Due to the low barrier of entry, the goal was set to not require users to buy any hardware, so using existing equipment they already had, such as smart-phones and tablets, gave the project the highest level of

accountability (another project goal) with no additional cost to the customer. This also played into the ease of use, given that everyone is already used to using mobile phone apps. With another great benefit of incorporating biometrics. Given how many different software programs EMS providers use, we didn't want to be another User ID and password to remember, so the biometrics gave users a great experience while still ensuring the strictest of security. For accountability, taking advantage of smart-phones opened a lot of doors for the project. It allowed the program to use the biometrics for security, GPS tracking for location of all activities involving narcotics, scanning capabilities for the LogRx proprietary drug labels, and cellular connectivity to provide administrators with real-time accountability of their entire inventory. And finally, the personal relationship with customers. Although this can be applied to any project, the team felt it was important because so few projects now days have this element. It has become the norm that when someone calls a customer support phone number they reach a machine that puts them into a series of questions with an ultimate outcome of being placed on hold to speak with someone on the other side of the planet. More often than not, this is how customer service works. The LogRx team wanted to be different, which is why all new customers have help from day one with a real person and are given the direct email and cell phone numbers of people on the team, so that they can be helped day and night. Considering EMS is a 24/7 industry, customer service should be the same. The project took three years given that it was funded by the founding members, Clive Savacool and Skye Thompson, and during those three years, each had other full-time jobs to support the project (and their families). That being said, both Clive and Skye's professions gave them experience and credibility when building LogRx. The other aspect of the project taking three years was that the team wanted to do it right, they wanted to launch a program that people appreciated and would use. After all, change in EMS is not always welcome, so to create something that people would embrace and enjoy using, while still being of high accountability was not easy.

**Results (Did you achieve your goals? How did you measure results?):**

With 2022 being a turning point for LogRx with team members taking full-time positions with the company and accelerating development, the company grew from a dozen agencies using the program to nearly 100; across the globe. With nearly 5,000 daily users and growing every week, LogRx continues to raise the bar in narcotics tracking. With the traction that LogRx has had to date, success has been measured in customer satisfaction. Although this can be subjective, one objective metric that can substantiate the success of LogRx is that fact that of the nearly 100 customers around the world using the program, not one has left. No customer has ever cancelled their service with LogRx given that there are no contractual requirements and customers are offered a refund if they want to cancel at any time. A practice and record that few other companies can say they have.

**Impact (What impact has this project had on your service? Information can be given as narrative.**

**However, if possible, please provide qualitative and quantitative information.):**

The impact of using LogRx has not only been an increase in narcotics accountability but also collateral benefits of reduced staff time. With the ability to do a complete agency-wide audit at any given time with a click of a button, agencies no longer need to track down paper reports and compile logs to total up what drugs they have and where they are.

**Budget (Did you have a budget? Budget numbers can be provided as a percentage of overall operating or departmental budget.):**

The budget for LogRx to design, build and deploy its narcotics tracking program started out very small. Initial funds contributed by Founder, Clive Savacool were \$20,000. This was the "seed round" of funds that were designed to bring on developers, graphic designer and pay for software services, just to see if a Minimal Viable Product (MVP) could be built. And if it would be something people would use, while also producing a price point that would support a viable company. Over the following three years, the budget grew with funds contributed by both Clive and co-Founder Skye Thompson. 100% of incoming revenue from customers since the launch of the project has being put back into development of the project expanding LogRx's capability to track all medications and plans to launch modules to track equipment, other medical supplies, PPE and vehicle maintenance.

**Supporting Documents #1:**

2023 LogRx Spec Sheet.pdf

**Supporting Documents #2:**

LogRx story deck, 2023-04-28.pdf

**Supporting Documents #3:**

**Supporting Documents #4:**

**Supporting Documents #5:**

**Supporting Documents #6:**

**Comments:**

Although LogRx is not an ambulance company, and is technically a for-profit incorporated company, it was created with the intent of changing behaviors and practices in EMS to better the industry and prevent lethal drugs from being mishandled. With the success of the project, it is valid to say the EMS providers and the public as a whole have had an improved level of safety from non-medicinal exposure to narcotics.

**CAASE Awards Submission Fee:**

CAASE Awards Submission - \$500.00

**General Section**





# ***MOBILE CONTROLLED SUBSTANCE TRACKING***





Clive Savacool  
(619)717-0179  
clive@logrx.com

## Vault RMS Closes \$1.3M to Help Firefighters Reduce Cancer Risks

AUGUST 5, 2016 STAFF WRITER

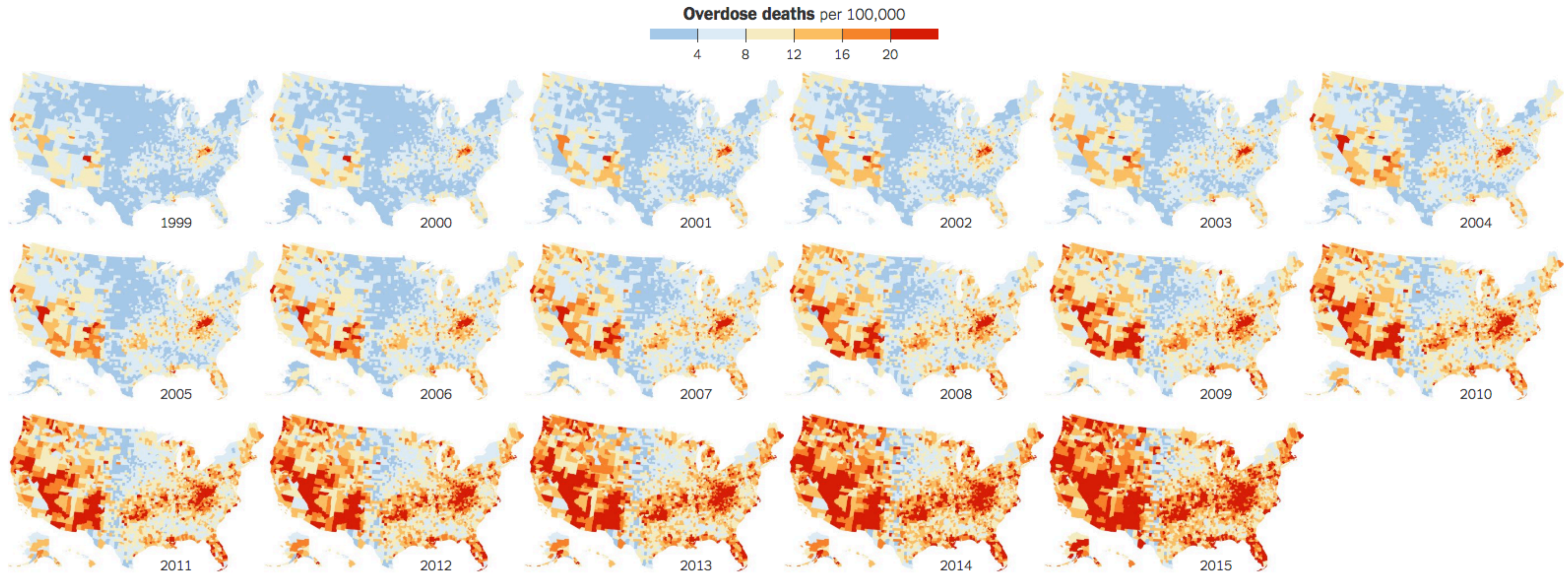


Vault RMS, a technology platform that tracks firefighters' exposure to toxic substances, announced today that it has raised \$1.3 million in seed financing. The funding round was co-led by Bill Miller, former chairman of Legg Mason Capital Management, and Keshif Ventures, with participation from Right Side Capital.



# How the Epidemic of Drug Overdose Deaths Rippled Across America

By HAEYOUN PARK and MATTHEW BLOCH JAN. 19, 2016





- ▶ Pen & paper
- ▶ Data entry on a desktop



# Customer pain

- Difficulty of tracking constantly mobile inventory
- Disbursed geographical logistics
- DEA requirements
- Time to compile logs
- Fines for complacency
- Bad PR
- Lack of clear usage insights
- Lack of member knowledge of DEA reqs
- Lack of medical director oversight



# News flash: Secure digital inventory controls are NOT in place for most of the critical drug supply in the US

TRENDING

## Tennessee paramedic accused of stealing drugs from ambulance



By Bob D'Angelo, Cox Media Group National Content Desk

March 23, 2022 at 10:22 pm EDT





# Vet tech accused of stealing drugs from animal hospital



Deputies said Marmon worked as a veterinarian technician and altered the paperwork to cover up the theft.

Tramadol is a narcotic-like pain reliever used to treat moderate to severe pain and chronic pain, according to the federal Food and Drug Administration.

The drug, often prescribed for humans under the brand names Ultram, Tramal as well as its generic name, can be habit-forming, according to the FDA.

Following a joint investigation by the Sheriff's Office and the federal Drug Enforcement Agency, Marmon turned herself into authorities Thursday morning, according to the law enforcement investigators.

# Introducing LogRx

*An easy way to track meds from receipt to disposal*

- ✓ Takes advantage of current hardware
- ✓ App process educates staff on DEA requirements
- ✓ Accurate and immediate inventory accountability
- ✓ Native iOS and Android apps
- ✓ Dissuades complacency and theft
- ✓ Creates atmosphere of accountability
- ✓ Reduces chances of harm to staff and public





# Introducing LogRx

*An easy way to track meds from receipt to disposal*

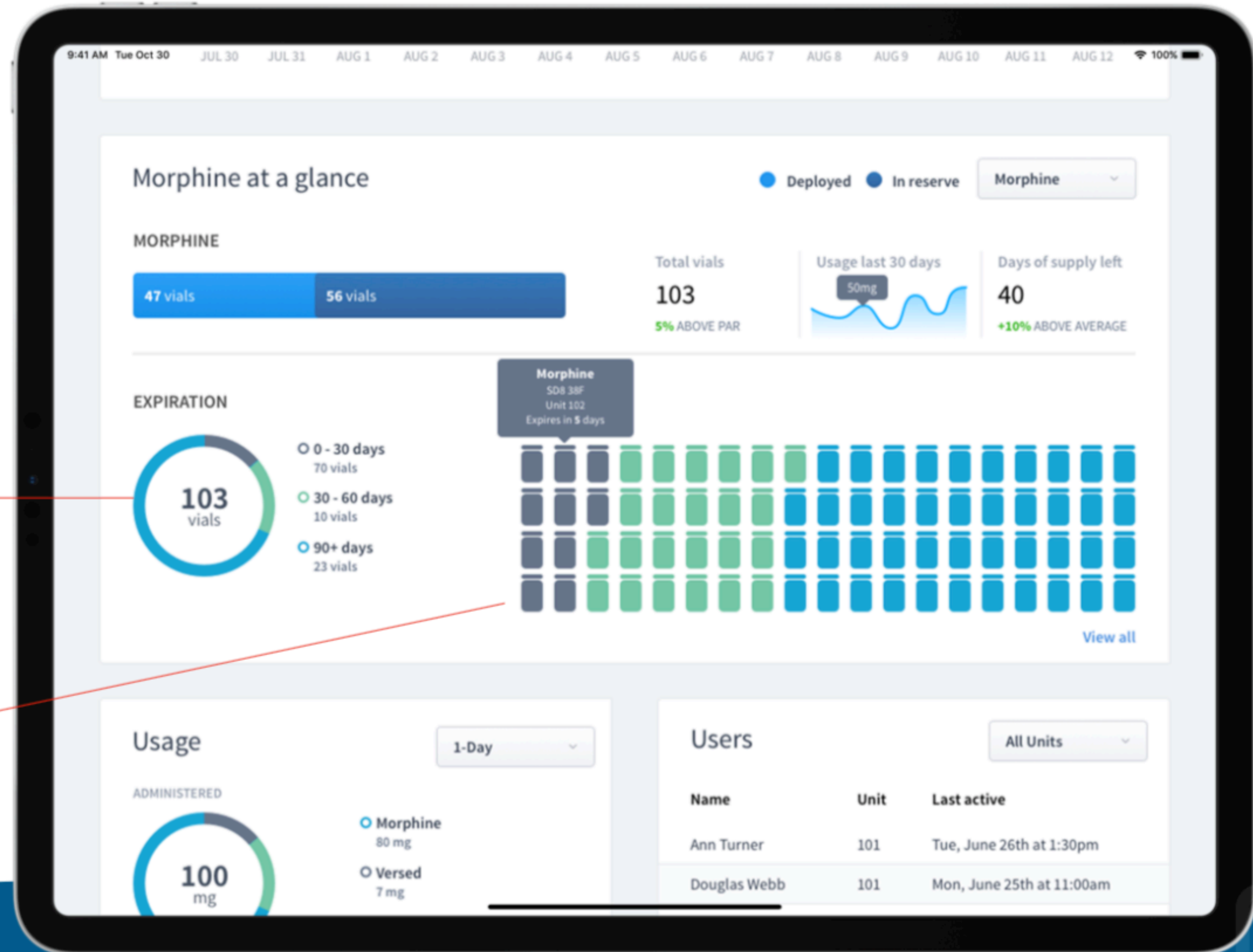
- ✓ **Timestamped** daily checks
- ✓ **One-touch reporting** for ultra-fast DEA response
- ✓ **Any mobile device**
- ✓ **Real-time** inventory status & accountability
- ✓ **Easy-scan stickers**
- ✓ **Desktop admin portal**
- ✓ **Encrypted data** stored in the cloud



# Crystal clear view of every drug inventory

Prevent spoilage loss by showing  
overall supply aging data





Colors indicate freshness and helps  
you manage your supply efficiently





# Competitive landscape

- Competition is still limited
- We leverage smartphones and tablets that customers already have
- We are industry experts
- Almost not competition in nearby adjacent markets like Wildlife Veterinary and in European EMS

|                                  |  |  |  |  |
|----------------------------------|---|---|---|---|
|                                  | LogRx   | Vector Checkout   | Operative IQ  | PS Trax   |
| Runs on mobile devices           | ✓   | ✓   | ✓   | ✗   |
| Free scannable labels            | ✓   | ✗   | ✗   | ✗   |
| SaaS model, no contract required | ✓   | ✗   | ✗   | ✗   |
| Run by industry experts          | ✓   | ✗   | ✗   | ✗   |



# Our team

*Deep experience serving the public and the public safety market*



**Clive Savacool**  
Founder & CEO  
20-yr Paramedic  
EMS/Fire Administrator



**Skye Thompson**  
Founder & COO



**Tanner Burton**  
CTO



**Ash Mudra**  
Engineer



**Kristen Simoes**  
Director of Marketing



**Dr Mark Johnson**  
Wildlife Veterinary Advisor



**Chris Schwegler**  
Business Development  
Captain-Paramedic



**Maverick Cissell**  
Business Development



## Revenue model

- SaaS
- \$30 per unit per month

## Addressable market

- 100,000 fire & ambulance vehicles in the US
- 30,000 vet clinics + mobile vets
- + UK and Europe

Combined Total Addressable Market at \$30/unit/mo approaches annual value of \$100M

## Our strategy →

*Deliver a tightly-scoped, high-value feature set in a very convenient form factor for a super competitive price to a very tightly scoped “niche” market.*



# Momentum!

- >60 paying enterprise accounts overall
- Marquee clients in **Fire/EMS**, **private ambulance** and **Veterinary/wildlife** markets including California Dept of Fish and Wildlife, City of Portland Fire & Rescue, and Elite EMS in the UK
- Zero churn to date





# Brand Awareness

- Tell your Fire, EMS, Veterinarian friends
- Press leads
- Grants to fund non-profit first responder contracts
- Lobbying help







***Thank you***

**Clive Savacool**  
(619)717-0179  
clive@logrx.com

## LogRx Spec Sheet

### Product

1. [LogRx](#) – Mobile Medication Tracking Solution

### Markets served *in order of priority, market-fit:*

1. EMS
2. Fire
3. Veterinary—Mobile & Wildlife
4. Veterinary—Clinic
5. Law Enforcement

### Security

1. Double backed up cloud-based servers
2. All three servers are based in the United States to ensure domestic security
3. Data is encrypted in transit to ensure privacy
4. Data is not sold or accessible to any outside vendor
5. Dual factor Authentication capability

### Product Literature & Sales Collateral

[LogRx flier, 2021.pdf](#)

[LogRx prospect deck, r, 2023-2-7.pdf](#)

### Price List

- EMS/Fire
  - \$30/month per unit, plus one central supply safe, so total units plus one. (A “unit” means an ALS ambulance, fire engine, quick response vehicle, etc.)
- Veterinary—Mobile & Wildlife
  - \$30/month per practitioner in the field, plus one central supply safe. (A “practitioner” means a veterinarian, vet-tech, game warden, anyone else permitted to administer a drug)
- Veterinary—Clinic
  - \$1,800 per year per clinic with up to 5 practitioners
  - Each additional clinic is \$1,800 per year with up to 5 practitioners
  - Each additional practitioner is \$360 per year
- Law Enforcement
  - \$5/month per officer carrying Naloxone
  - \$30/month per K9 training kit for tracking illicit drugs used for K9 training

## **Key Differentiators Compared to the Competition**

### **No new hardware required:**

LogRx uses smartphones and tablets our customers already own rather than forcing customers to purchase scanners, hardware or other equipment. This allows on-boarding to be very easy and no startup cost to customers.

### **Use of biometrics:**

LogRx takes advantage of Fingerprint and Face-ID to allow users to log in without having to enter email and password. This creates a much better user experience and avoids users having to remember another password and log in. The use of biometrics is also utilized in allowing users to verify DEA mandated activities such as controlled substance (narcotic) administrations. LogRx takes advantage of biometrics with iPhone and Android devices which are more accurate than USB based biometrics scanners and readily available.

### **Offline capability:**

LogRx app provides offline capability for users in areas without cell reception or internet access, such as in rural areas, at sea or in aircraft. The feature is not only unique but provides for sole-sourcing opportunities.

### **GPS tracking of activity:**

LogRx uses the GPS tracking in the smartphone/tablet to identify exact location as to where activity is occurring. The feature even works offline when a clear view of the sky is available.

### **Native iOS and Android Apps:**

Few products provide a native app for narcotics tracking other than LogRx. Several competitors utilize browsers within the phone's internet to utilize their program. Utilizing native apps provides for a better user experience and the ability to take advantage of the phone's biometrics, scanner, and GPS tracking.

### **Quick on-boarding process:**

Account setup can take less than an hour, so customers can start using the program as soon as the QR drug vial labels and tamper evident drug box seals arrive in the mail

### **Account customizable:**

In the account settings, LogRx can be set up to work with a customer's existing medication tracking policies versus having to conform to just one method.



**Subscription service:**

LogRx offers an all-in-one medication tracking program at a cost below most competitors despite delivering more precise accountability than competitors.

**Customer service:**

LogRx has built a reputation of meeting customer needs day and night with a live person

**Focus exclusively on medication tracking:**

LogRx is focused exclusively on medication tracking giving

**Team experience:**

Founder Clive Savacool has a quarter of a century experience in the fire service and in EMS. Licensed as a paramedic in 1999, Clive has worked with private ambulance companies, fire has led other first responder startups such as being the CEO of Tablet Command. LogRx CTO Tanner Burton is a senior developer with a broad level of experience and

**Proprietary drug vial labels and drug box seals:**

Our vial labels and the box seals are uniquely designed with machine scannable data matrix codes the LogRx iOS and Android apps can easily read. The labels are composed of durable vinyl sticker designed not to tear, peel off, or scratch. All printed with unique, un-recycled codes that can also be utilized to keep detailed accountability of a vial from cradle to grave. No need to purchase any printing or labeling equipment.