

SOME EXAMPLES OF OUR CAPABILITIES

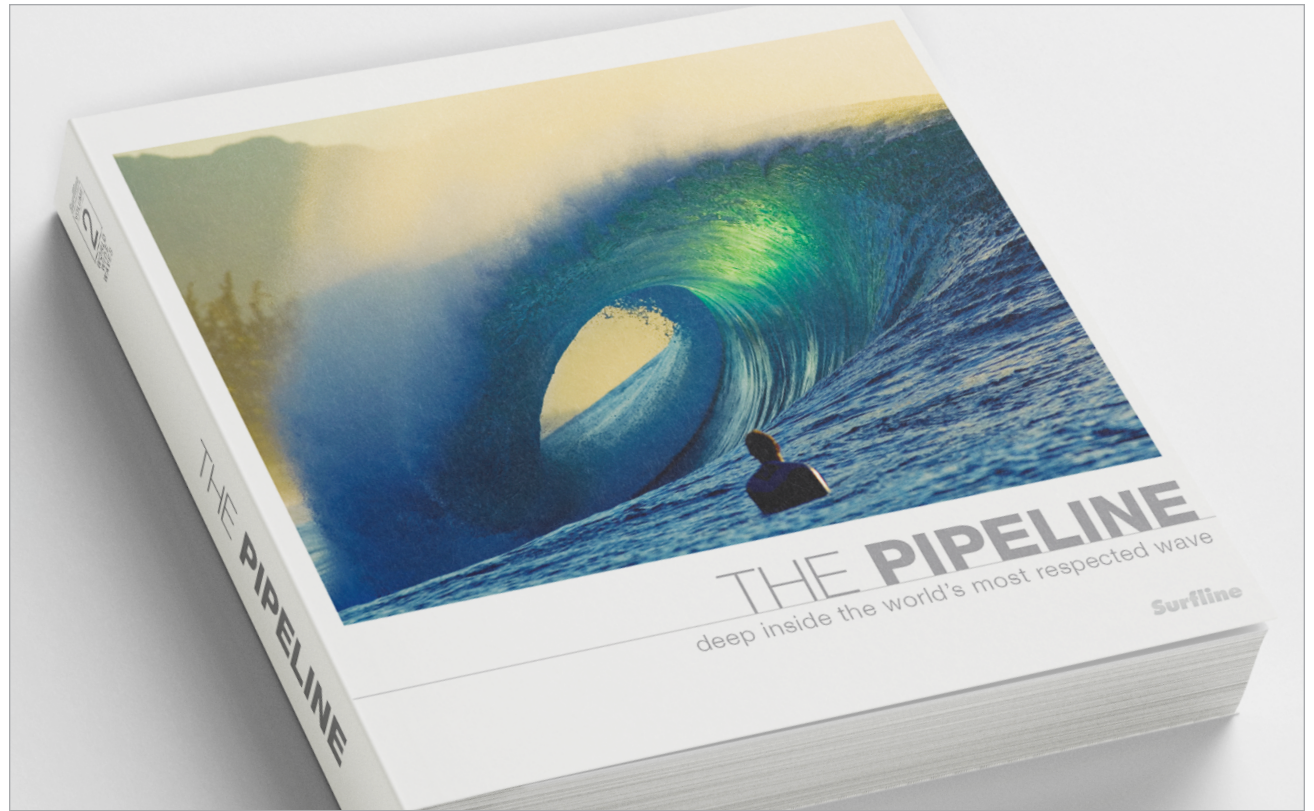
peter morris

PORTFOLIO:PRINT/DIGITAL

click here for
PORTFOLIO:LOGOS

contact:
Peter Morris
peterm@smashingdesigns.com
858-775-7007

CREATIVE DIRECTION, DESIGN, & PROJECT MGMT



CLIENT: SCOTT FLY ROD COMPANY
*branding, marketing,
product design, strategy...*
PRETTY MUCH EVERYTHING





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product design, strategy...*
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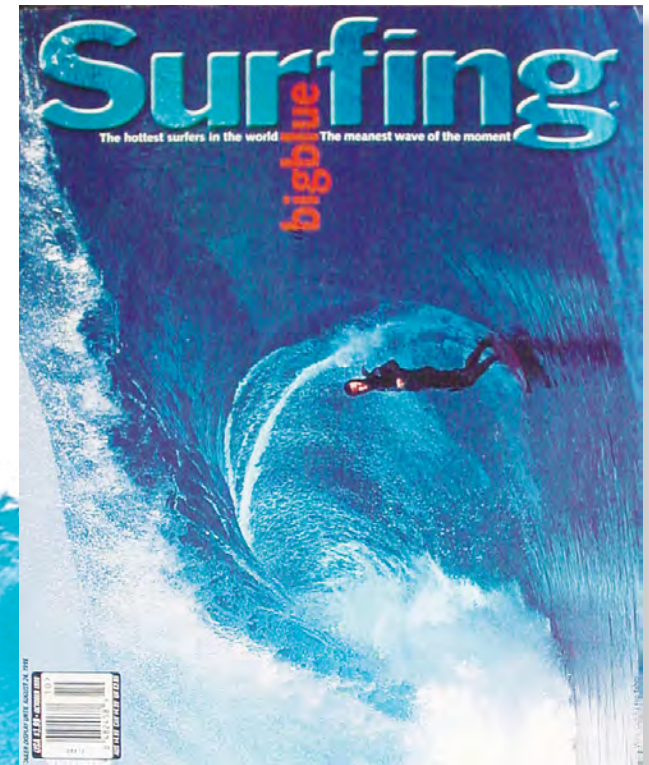


CLIENT: SCOTT FLY ROD COMPANY
*branding, marketing,
 product design, strategy...*
 PRETTY MUCH EVERYTHING



CLIENT: SURFING MAGAZINE

*creative director, assist
in photo editing, editorial
direction, & strategy*



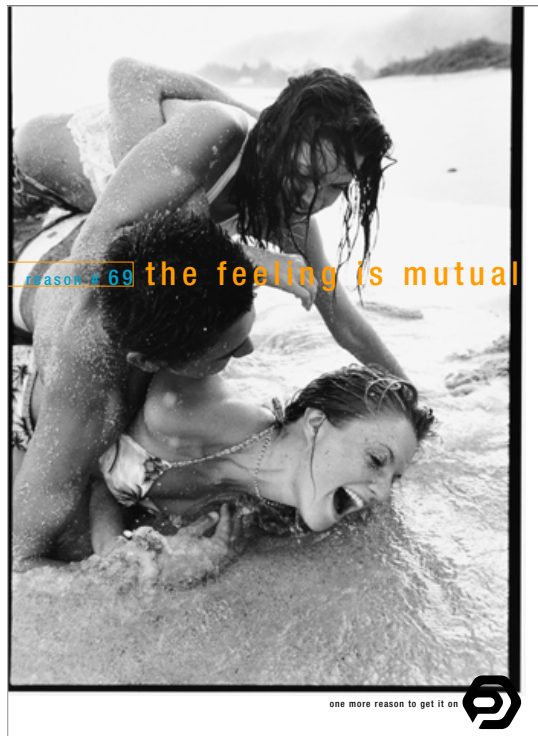
CLIENT: SURFING MAGAZINE
*creative director, assist
in photo editing, editorial
direction, & strategy*



FOR SIX YEARS
1/2 of his life,
DAVE POST
has been launching
some of the
sickest airs
ever seen.
Where most see a
wave, Post sees a
wave & the air
above. A whole
generation of
boosters in
NEWPORT BEACH
are following
his example and
taking the
**FUTURE
TO THE SKY.**
Post is having
NO TROUBLE
STAYING
on top of
it
ALL.



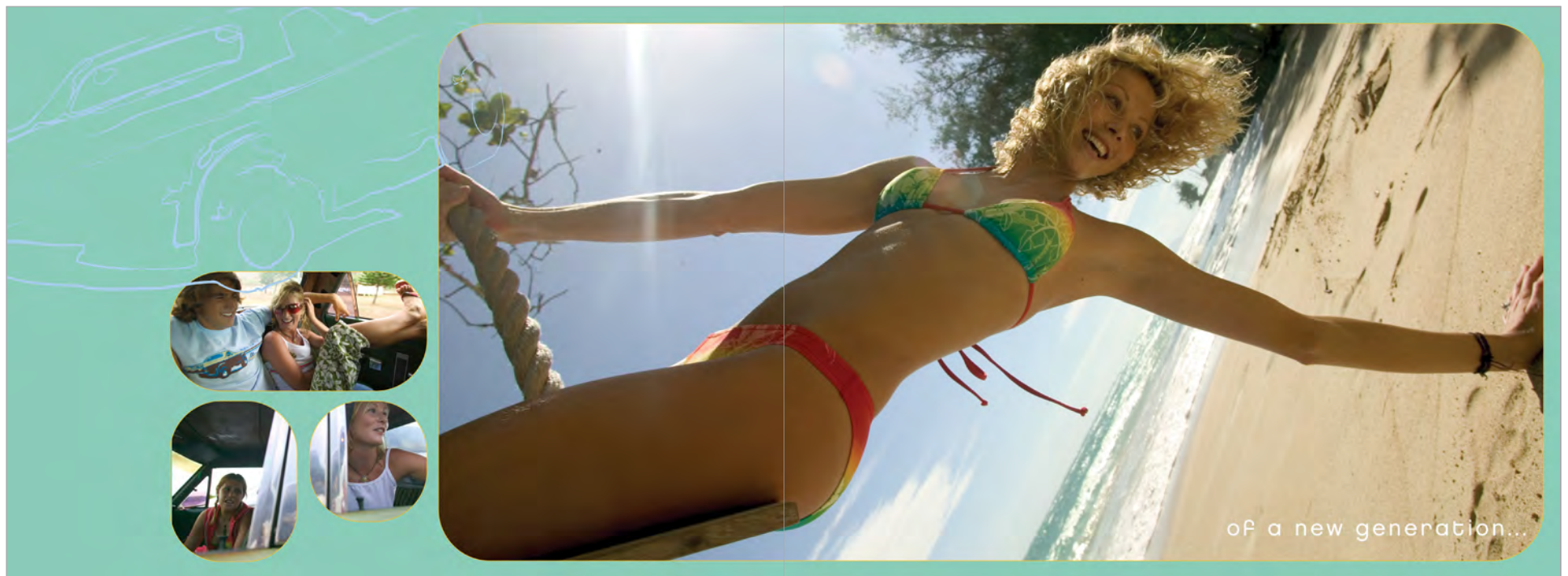
CLIENT: OCEAN PACIFIC
*advertising, licensee
 brand standards,
 product lineup catalog*



CLIENT: XCEL WETSUITS
print advertising
 CREATIVE DIRECTION, DESIGN, & PRODUCTION




CLIENT: OCEAN PACIFIC
*advertising, licensee
brand standards,
product lineup catalog*



CLIENT: RIO PRODUCTS


advertising,
product lineup catalog

**THE PERFECT
PICK UP LINE...**



...FOR THE HARD TO GET.

"YOU COME TO THIS FEEDING LANE OFTEN?" "CAN I BUY YOU A MIDGE?"
Sooty, lined and laced like that just don't cut it anymore.
And as a company of anglers committed to snagging trout for every fish,
we got fed up with those ultra-picky trout giving us the middle so.
So for 2010, RIO has introduced the as-new Trout LT (Light Touchy) fly line,
specifically designed with a super coating to deliver precise, delicate and
subtle presentations. And its progressive tapered taper means perfect
ments and accurate roll clips even from short distances.
RIO, BECAUSE YOUR FLY LINE MATTERS.



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**OUR LATEST
PRODUCT LAUNCH...**



...ABOUT 150 FEET

Skeggt Flight Shooting Head
Skeggt Fly

YOU'D BETTER GO OPEN YOUR BOX AND TELL THOSE FISHES TO SKEGGE UP!
With our all-new Skeggt Flight Shooting Heads, RIO continues to revolutionize
the way you fish. The totally unique taper features a float and that easily
handles a pound of feathers and even grubs than a wheat stalk.
But with the long, subtle front taper, these heads throw powerfully tight loops and present more delicately than any
Skeggt you ever had. And with the precision of 25-grain increments you can fine-tune your rod to perfection.
RIO Skeggt Flight Shooting Heads - give your flies the role of your fly.
RIO, BECAUSE YOUR FLY LINE MATTERS.



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**DEAR BACKING,
I'VE REALLY MISSED YOU.**




IT'S BEEN TOO LONG...
Too long since I saw your thin dry glow getting knobby with some over-cast
bonuses, side-swinging drift or exciting tarpon. Too long since I've had the pleasure
of reeling all that hyper-color - and, of course that fish - back to me.
For years, RIO has been committed to designing specialty and performance-driven
substantive lines, crafted specifically for tough fish and tougher environments.
Our Saltwater, Bonefish, Tarpon, Striper, Big Game and Redfish lines are,
hands down, the ones you need to renew your relationship
with the long and line of your life. Your backing.
RIO, BECAUSE YOUR FLY LINE MATTERS.




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THE LINE YOU WANT...



**WHEN YOU'VE GOT A
BONE TO PICK.**

RIO'S BONEFISH LINE. WE'VE GOT YOUR BACK.
A school of bonefish is picking your way, letting like they own the place... if you cast too
close, they blow up. Lead ten too much to the left, they'll game turn right. Finally, a big
single takes the lead and you've got something to say about it. This is the precise moment
when a perfectly timed, accurate cast is the difference between a hook up or a let down.
RIO's Bonefish Line integrates the super slick 30 technology and Agave technology
ensures that the running line will float nice and high the clean and quick pick-up.
A medium-stiff cone won't let in the heat of the moment - and the unique shortloading,
long-shooting, full-loading taper means you'll get your fly exactly where you need to.
Take that Mr. Bonefish.
RIO, BECAUSE YOUR FLY LINE MATTERS.



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**IF YOU KNOW THE DIFFERENCE
BETWEEN A MAYFLY AND A JUNEBUG...**



...YOU'RE READY FOR AVID.

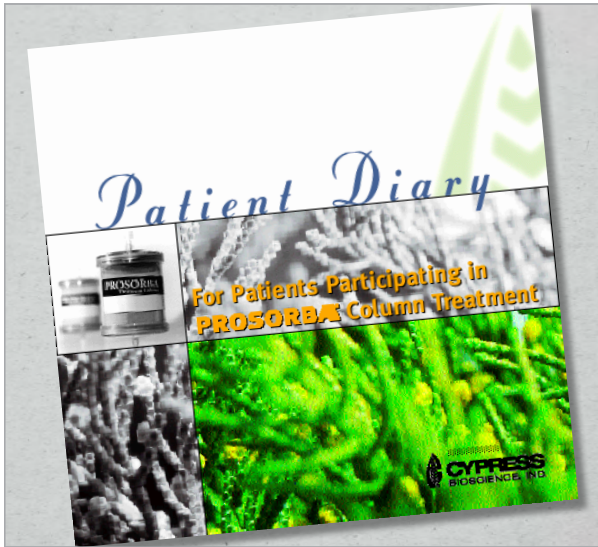
AVID FLY LINES, THE NEW PERFORMANCE ENHANCING SERIES BY RIO.
We've all been there, fumbling through your fly box trying to figure out what in the world these
trout are eating. But now you're guaranteed from What's that Garlic Cheese Fly? to perfecting
your curve cast and lighting up the presentation of some Lethal Hatching
RIO's brand new Avid Fly Line series was designed by the working angler in mind.
Featuring the specialized taper, various densities and packed with technology,
Avid lines are available for a wide variety of freshwater and saltwater angling situations.
RIO, BECAUSE YOUR FLY LINE MATTERS.



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CLIENT: CYPRESS BIOSCIENCE

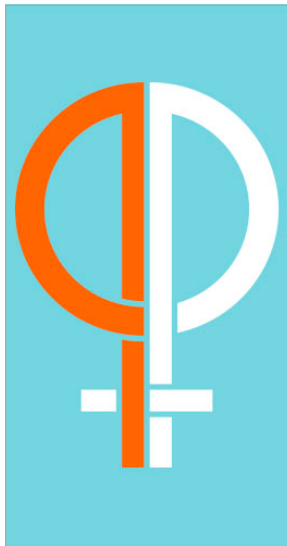
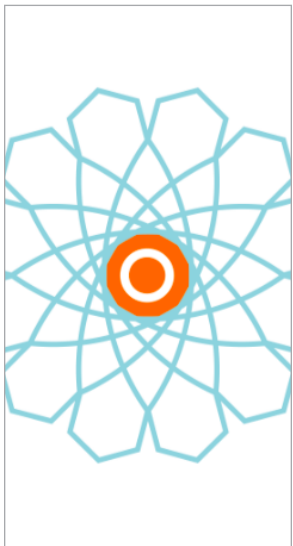
*advertising, reports,
product support,
patient literature, etc.*



CLIENT: DARÉ BIOSCIENCE

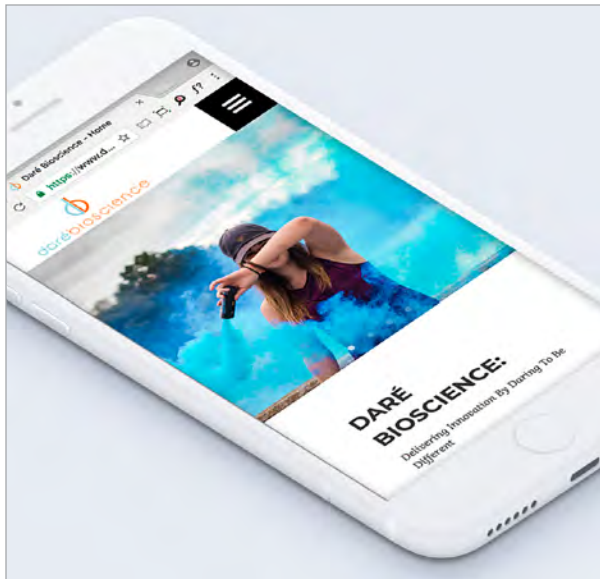
brand identity & strategy

LOGO CREATION (FOR PRIMARY BRAND AND
SECONDARY PORTFOLIO PRODUCT BRANDS),
SUPPORT COLLATERAL, STATIONERY, ETC.



CLIENT: DARÉ BIOSCIENCE CONT'D
brand identity & strategy

LOGO CREATION (FOR PRIMARY BRAND AND
SECONDARY PORTFOLIO PRODUCT BRANDS),
SUPPORT COLLATERAL, STATIONERY, ETC.



CLIENT: ZERISE
*logo, brand guidelines,
stationery package,
website for launch*



CLIENT: ZERISE

*logo, brand guidelines,
stationery package,
website for launch*



CLIENT: TRIO HEALTH
physician/patient portal
CREATIVE CONCEPT, DESIGN, & PROJECT MGMT



CLIENT: TRIO HEALTH

physician/patient portal

CREATIVE CONCEPT, DESIGN, & PROJECT MGMT

Pharmacy									
PATIENTS									
SCRIPTS EXPIRING: 87									
0-15 DAYS: 8	PHYSICIAN	DRUG	PAYER	PDC	COPAY	STATUS			
Bessie Berger	TARA SAMPLE	PULMOZYME 2.5MG	BCBS MA	87%	\$37	ACTIVE			
Billy Bush	LAURA SAMPLE	BETHKIS 300MG/4ML	AETNA	92%	\$129	ACTIVE			
Corey Castleberry	CHARLIE SAMPLE	KALYDECO 200MG	BCBS NC	17%	\$147	TRANSFERRED			
Diane Dolan	TARA SAMPLE	HARVONI 5040MG TAB	CIGNA	54%	\$100	PENDING			
Bessie Berger	TARA SAMPLE	HARVONI 5040MG TAB	BCBS MA	87%	\$37	ACTIVE			
Billy Bush	LAURA SAMPLE	BETHKIS 300MG/4ML	AETNA	92%	\$129	ACTIVE			
Corey Castleberry	CHARLIE SAMPLE	KALYDECO 200MG	BCBS NC	39%	\$147	TRANSFERRED			
Diane Dolan	TARA SAMPLE	HARVONI 5040MG TAB	CIGNA	54%	\$100	PENDING			
16-30 DAYS: 12	PHYSICIAN	DRUG	PAYER	PDC	COPAY	STATUS			
Bessie Berger	TARA SAMPLE	PULMOZYME 2.5MG	BCBS MA	87%	\$37	ACTIVE			
Billy Bush	LAURA SAMPLE	BETHKIS 300MG/4ML	AETNA	92%	\$129	ACTIVE			
Corey Castleberry	CHARLIE SAMPLE	KALYDECO 200MG	BCBS NC	17%	\$147	TRANSFERRED			
Diane Dolan	TARA SAMPLE	HARVONI 5040MG TAB	CIGNA	54%	\$100	PENDING			
Bessie Berger	TARA SAMPLE	HARVONI 5040MG TAB	BCBS MA	87%	\$37	ACTIVE			
Billy Bush	LAURA SAMPLE	BETHKIS 300MG/4ML	AETNA	92%	\$129	ACTIVE			
Corey Castleberry	CHARLIE SAMPLE	KALYDECO 200MG	BCBS NC	39%	\$147	TRANSFERRED			
Diane Dolan	TARA SAMPLE	HARVONI 5040MG TAB	CIGNA	54%	\$100	PENDING			
Bessie Berger	TARA SAMPLE	HARVONI 5040MG TAB	BCBS MA	87%	\$37	ACTIVE			
Billy Bush	LAURA SAMPLE	BETHKIS 300MG/4ML	BLUE SHIELD	92%	\$129	ACTIVE			
Corey Castleberry	CHARLIE SAMPLE	KALYDECO 200MG	BCBS NC	39%	\$147	TRANSFERRED			

Pharmacy

Trio Portal

ALLERTS

PATIENTS

MY LISTS

Q

🔔

Welcome, Carrie

+

PATIENT DETAILS

STATUS

TRIO ID

DOB

PHYSICIAN

PHARMACY

ACTIONS

Diane Dolan

PENDING

180303

12-25-1957

Tara Sample

Accredo ID: 827-71

Download

📄

Print

🖨

Sub-Status: **APPEALED** on October 11, 2018

Estimated Date of Approval: October 28, 2018

Timeline - Patient Sub Status

PA SUBMITTED

October 1, 2018

📄

👍

Notes

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APPROVED

October 28, 2018

📄

👍

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SHIPPED

October 30, 2018

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PA DENIED

October 5, 2018

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APPEALED

October 11, 2018

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👍

Notes

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NON-START

November 11, 2018

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👎

Notes

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Day 0

Oct 1, 2018

Day 42

Nov 11, 2018

Pharmacy

ALERTS

PATIENTS

MY LISTS

Q

Welcome, Carrie

PATIENT DETAILS

Bessie Berger

ACTIVE

180303

12-25-1957

Tara Sample

Accredo

Download Print

SCRIPT(S) EXPIRING

IN 6 DAYS: Pulmozyme 2.5mg

IN 2 WEEKS: Bethkis 300mg/4mL

IN 8 WEEKS: Kalydeco 200mg

Days without Drug in the Last Year

Pulmozyme

27 days

2 days

8 days

Bethkis

36 days

2 days

2 days

Kalydeco

13 days

13 days

21 days

2 days

Orkambi

4 days

SCRIPT DETAILS

Pulmozyme 2.5mg

85.5%

29 days

\$200

+\$100

▲ in 6 days / 9 Refills

DAYS WITH DRUG (PDC) | Gaps in Adherence (Days) | Current Gap

Current Adherence 85.5%

27

2

2

2

8

DRUG SUPPLY

Total Days Observed

228 days

Days with Drug

195 days

Without Drug

33 days

Percentage of Total With Drug

85.5%

Without Drug

14.5%

DRUG COST PER DISPENSE

OUT-OF-POCKET

\$400

\$400

\$200

ASSISTANCE

\$800

\$800

\$400

COPAY

\$1,200

\$1,200

\$600

Bethkis 300mg/4mL

89.8%

38 days

\$100

+\$100

▲ in 2 weeks

Kalydeco 200mg

60.8%

51 days

\$100

-\$100

● in 2 months

Orkambi 200mg

87.9%

29 days

\$200

+\$100

▲ Expired

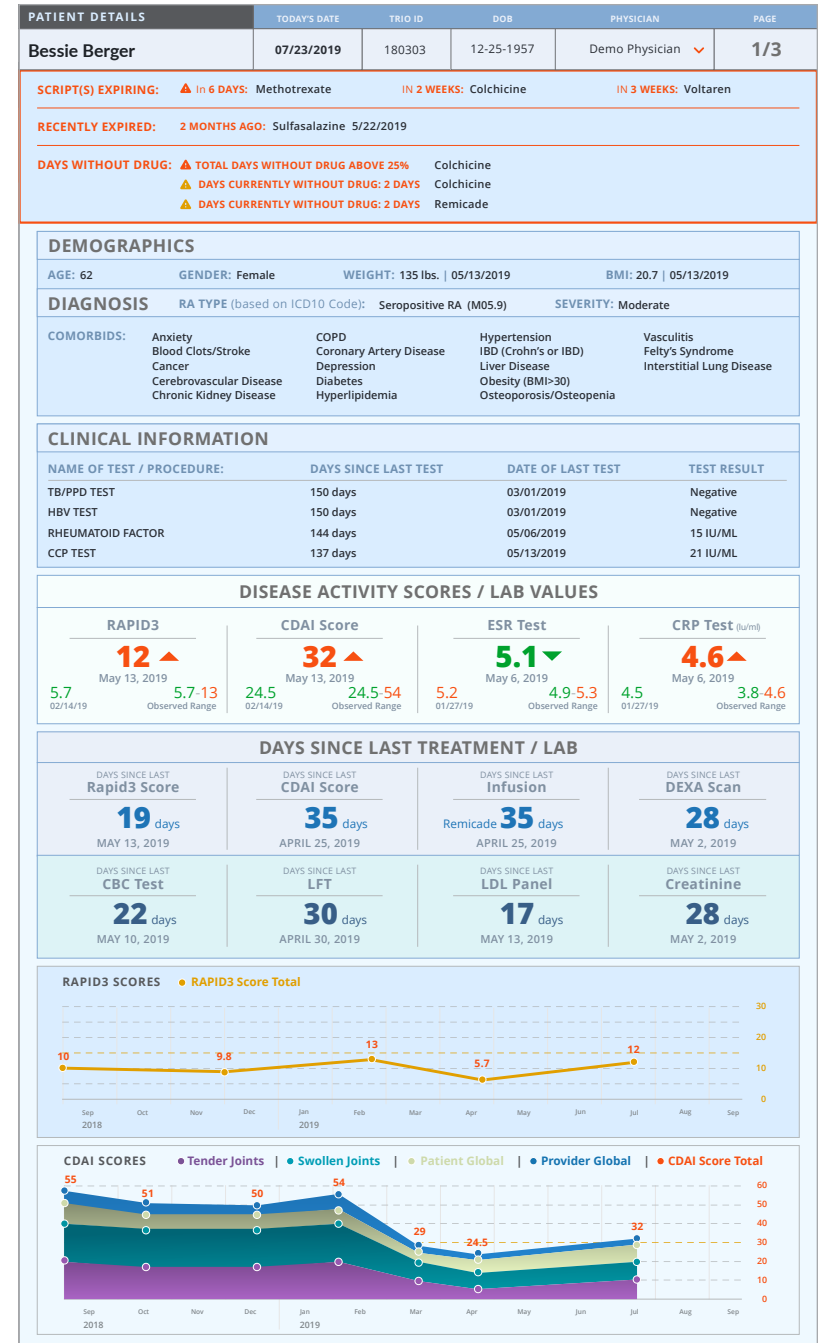
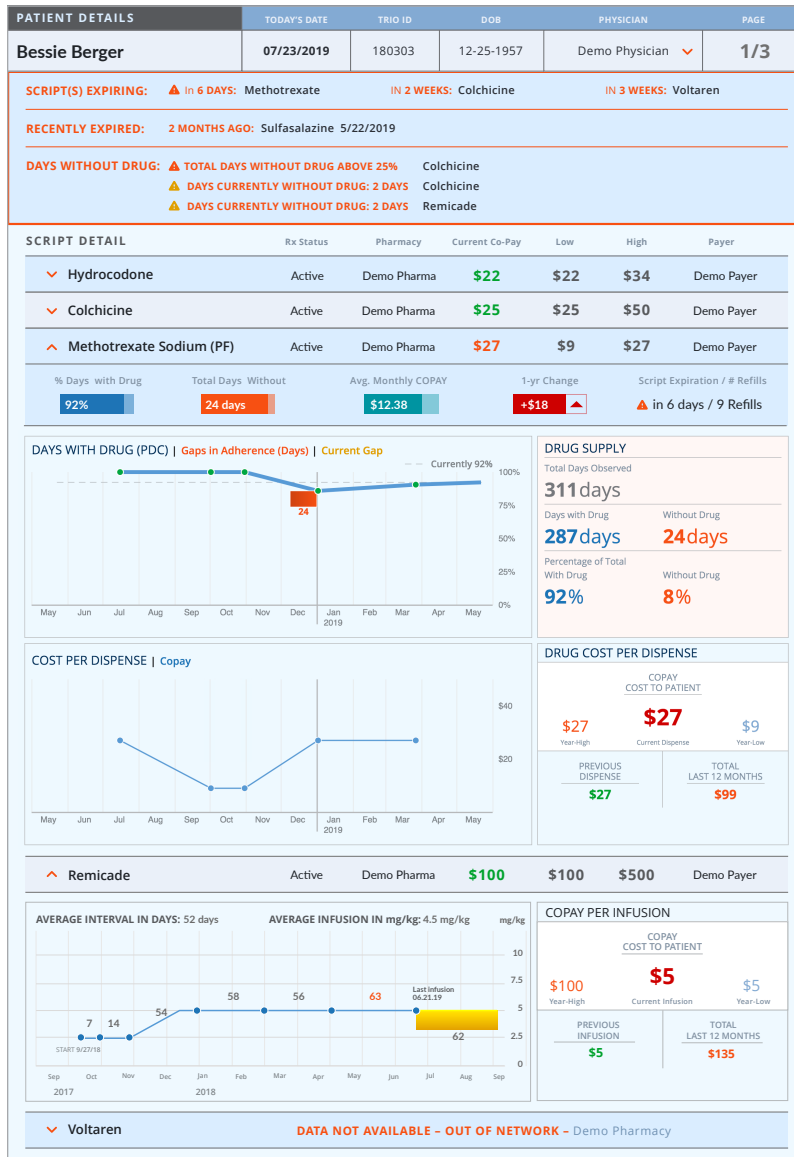
PETER MORRIS – PORTFOLIO:PRINT/DIGITAL | CLICK HERE FOR PORTFOLIO:LOGOS

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CLIENT: TRIO HEALTH

patient overview – RA

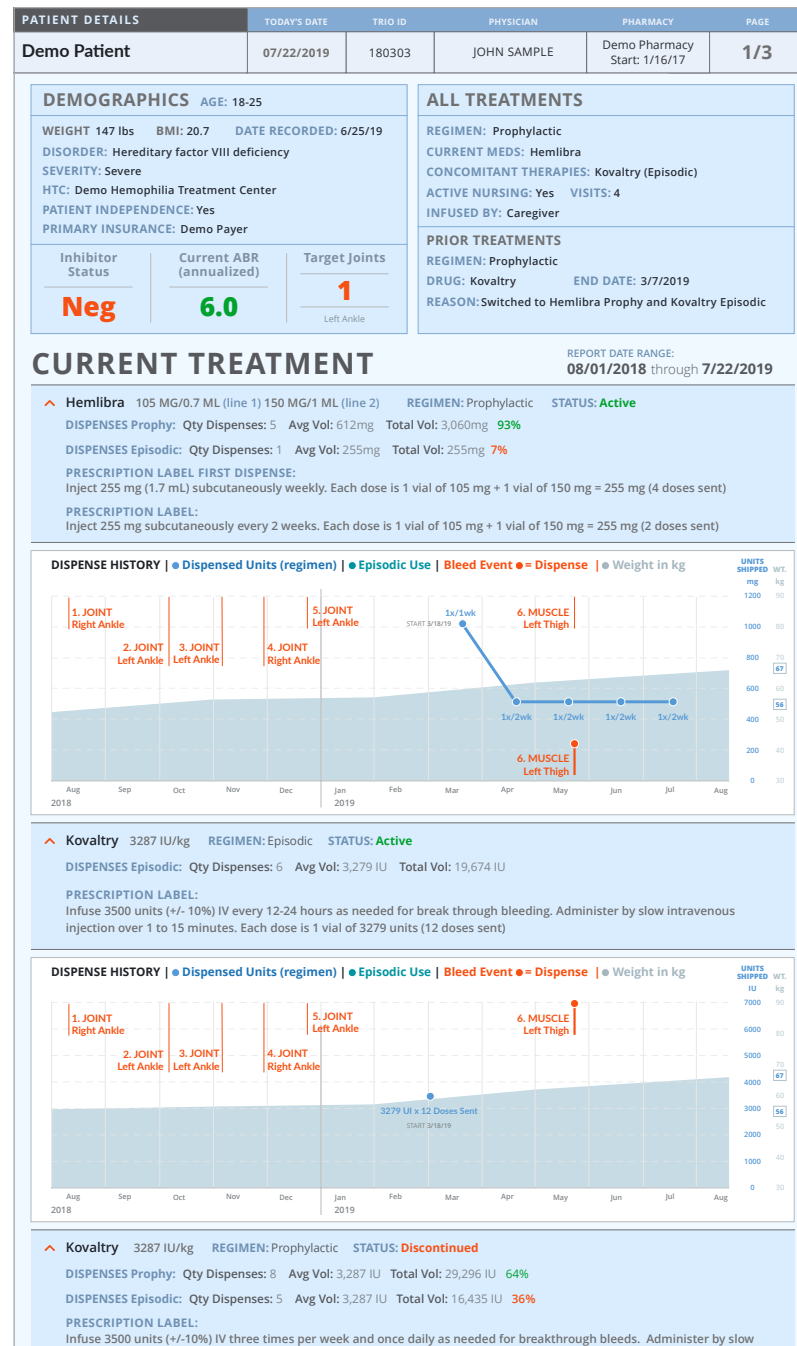
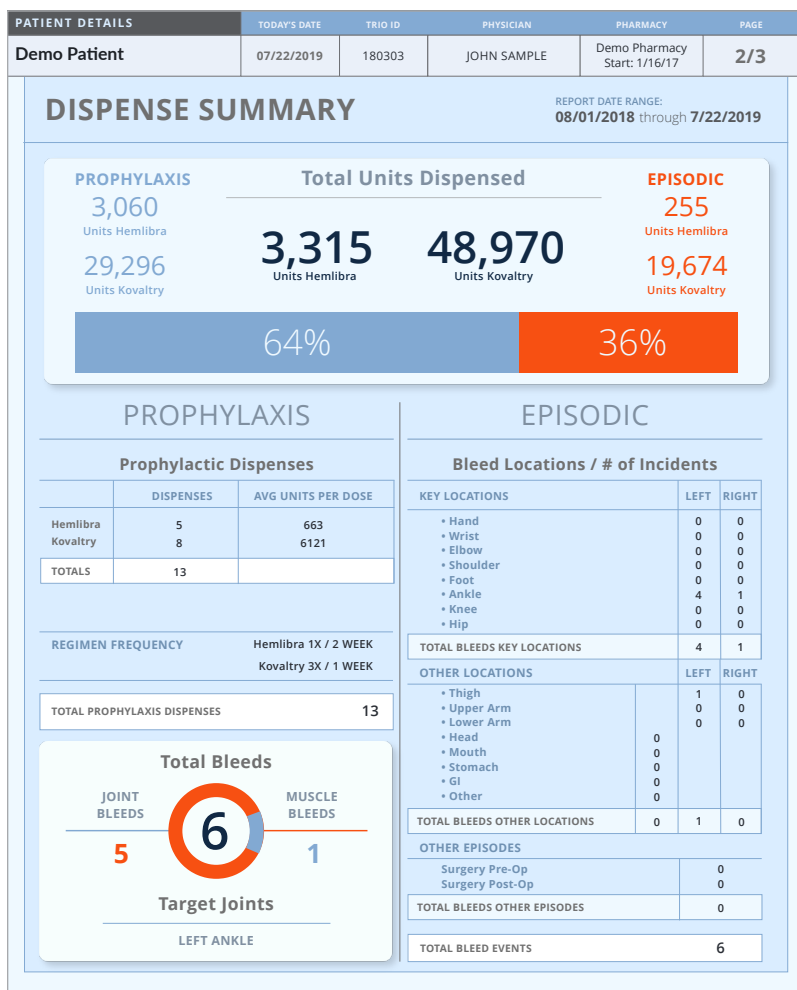
CREATIVE CONCEPT, DESIGN, & PROJECT MGMT



CLIENT: TRIO HEALTH

patient overview – Hemophilia

CREATIVE CONCEPT, DESIGN, & PROJECT MGMT



CLIENT: TRIO HEALTH

patient smart data input

CREATIVE CONCEPT, DESIGN, & PROJECT MGMT

PharmacyClinical

HOMEFORMSUPDATEDPATIENTS

DownloadPrint

PATIENT IDENTIFICATION

PATIENT STATUS

PHARMACY

SOURCE ID

PHYSICIAN

ENROLLMENT FORM

Bessie Berger

DOB12-25-1957

TRIO ID180303

ACTIVE

Accredo

06-78491

Tara Sample

PROGRESS1%

FORM ACTION

Save

Submit

Would you like to continue to update this patient?

Yes

No

Yes, update later

If "No", what is the reason for discontinuing the patient?

No longer at practice

Withdrawal from Trio

Deceased

PATIENT INFORMATION

Year of Birth

yyyy

Unknown

Gender

Male

Female

Other

Unknown

Weight

kg

Unknown

Height

inches

Unknown

BMI

19.0 - 35.0

Not Performed

Race

Caucasian

African-American

Asian

Other

Unknown

Ethnicity

Hispanic or Latino

Not Hispanic or Latino

Unknown

DISEASE CHARACTERISTICS

IPF / ILD Diagnosis Date

yyyy

Unknown

ICD-10 Code

Unknown

How was the IPF/ILD diagnosis confirmed?

CT Scan

Biopsy - Enter type of biopsy

Other

Unknown

Pulmonary Rehab History?

Has the patient participated in pulmonary rehab?

Yes

No

Unknown

If "Yes":

Current

Prior

Unknown

Do you have a family history of IPF / ILD?

Yes

No

Unknown

Smoking History - Tobacco

PAST: Have you smoked tobacco in the past?

Yes

No

Unknown

If "Yes", please answer the following:

Quit Year

yyyy

Unknown

Number of packs per day

Unknown

Number of years

Unknown

CURRENT: Do you currently smoke tobacco?

Yes

No

Unknown

If "Yes", please answer the following:

Number of packs per day

Unknown

Number of years

Unknown

Alcohol Use

Do you drink alcohol?

Yes

No

Unknown

If "Yes", number of drinks per week:

1-3

4-7

8-10

10+

Unknown

PAST: Do you have a history of illicit drug use?

Yes

No

Unknown

If "Yes", list past drugs:

Quit Year

yyyy

Unknown

io Portal

Pharmacy

Clinical

HOME

FORM UPDATES

PATIENTS

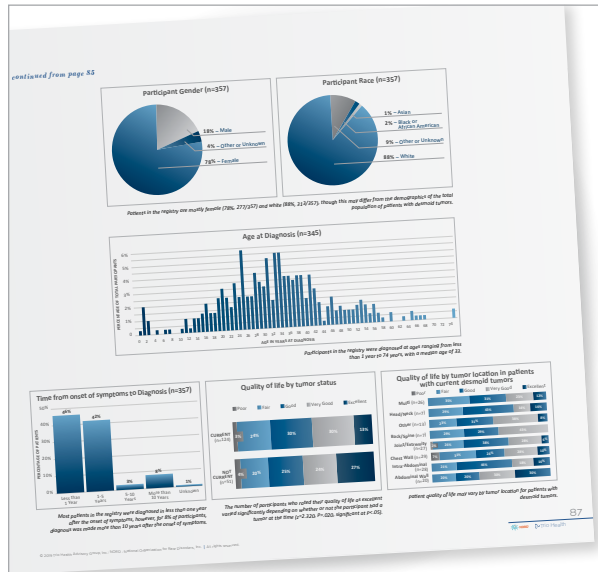
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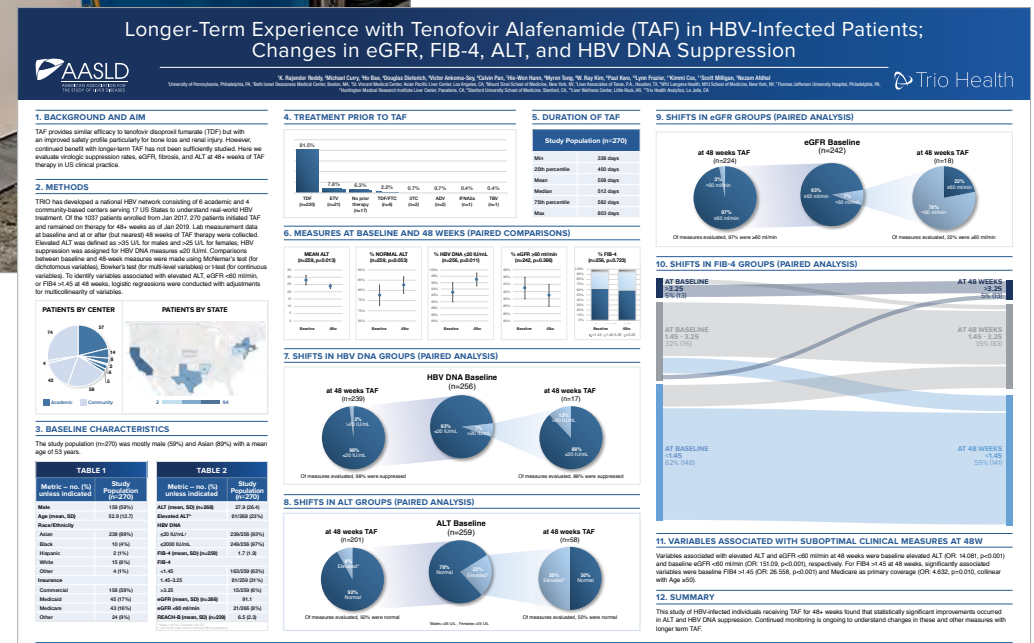
Print

PATIENTS REQUIRING UPDATES: 87

SORT BY NAME <div></div>		DAYS PENDING <div></div>	PHYSICIAN <div></div>	DRUG <div></div>	PATIENT STATUS <div></div>	FORM TYPE <div></div>	% COMPLETED <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	TARA SAMPLE	PULMOZYME 2.5MG <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	7	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	16	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	16	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	19	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	19	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	21	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	22	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	24	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	25	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	27	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	29	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	29	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	30	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	31	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	32	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	33	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	33	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	34	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	34	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	35	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	37	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	37	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	39	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	39	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	43	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	44	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>
Billy Bush	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	45	LAURA SAMPLE	BETHKIS 300MG/4ML	ACTIVE	ENROLLMENT	81% <div></div>
Corey Castleberry	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	45	CHARLIE SAMPLE	KALYDECO 200MG	TRANSFERRED	UPDATES REQUESTED	13% <div></div>
Diane Dolan	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	47	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	PENDING <div></div>	AMMENDED FORM	24% <div></div>
Bessie Berger	TRIO ID 180303 DOB 12-25-1957 ACCREDITED ID 06-78491	49	TARA SAMPLE	HARVONI 90/400MG TAB <div></div>	ACTIVE	ENROLLMENT	0% <div></div>








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 AND PRODUCTION



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