



**FOR IMMEDIATE RELEASE**

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**RIGHTANSWER.COM AWARDED YEAR-TWO FUNDING FOR PHASE II  
CDC SMALL BUSINESS INNOVATION GRANT**

**Midland, Mich. (October 1, 2018)** — RightAnswer.com has been awarded year-two funding for their Phase II Small Business Innovation Research (SBIR) grant by the U.S. Centers for Disease Control and Prevention. The two-year grant totaling \$1,032,625 supports the research and development of a mobile application offering information about the risks of medications during pregnancy.

The application, being developed in partnership with content and technology experts from the University of Washington, will help healthcare providers counsel pregnant patients who have concerns about the possible effects of prescription and over-the-counter drugs on their developing babies.

RightAnswer.com, a software-as-a-service (SaaS) application development company based in Midland, Mich., received a \$150,000 grant for the Phase I exploration of the feasibility of the application in October of 2015. The company then received the two-year Phase II grant award, with year-one funding, in the fall of 2017. Year-two funding of the Phase II grant was awarded in September 2018.

“The grant process becomes more involved at each stage,” says Ellen Hallett, RightAnswer.com’s chief operating officer and VP for business development. “This continued funding is a testament to how valuable this application can be in supporting the CDC’s initiatives.”

According to CDC figures, first-trimester use of prescription medications has increased more than 60 percent in the past 30 years. Today, nine out of 10 women take at least one medication during pregnancy.

“This increased usage has high impact, both financially and emotionally,” says Glen Markham, RightAnswer.com’s principal investigator for the project. “Each year approximately 40,000 infants are born with birth defects directly attributed to prenatal medication exposure, and birth defects and prematurity alone cost the U.S. about \$29 billion a year. This application has the potential to address a huge unmet need.”

SBIR grants help U.S. small businesses complete the often-expensive research and development behind new products and technologies that support health promotion and disease prevention.

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**RightAnswer.com Receives Year-Two Funding**

**About RightAnswer.com**

RightAnswer.com, Inc., established in 1996, is an industry leader in providing Software-as-a-Service (SaaS) solutions to meet knowledge and document requirements for the Environmental, Health, and Safety markets, including pharmaceutical manufacturers, chemical manufacturers, first responders, research laboratories, and educational institutions. RightAnswer.com's Knowledge Solutions include perhaps the most comprehensive integrated collection of information supporting the management of reproductive risk available from any single resource. The information is continually-updated from proprietary, licensed and government publications. RightAnswer.com is based in Midland, Michigan, with additional locations in Washington, Colorado, South Dakota, and Florida plus over 20 international distributors. Learn more at [RightAnswer.com](http://RightAnswer.com).

**Disclaimer Required by Federal Law**

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**Financial Disclosure Required by Federal Law**

1. Percentage of the total costs of the program or project which will be financed with Federal money (100%).
2. Dollar amount of Federal funds for the project or program is \$1,032,625.00 over two years.
3. Percentage and dollar amount of the total costs of the project or program that will be financed by non-governmental sources (0% and \$0).

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