

“ ... by supporting e-prescribing and developing innovative, practical compliance programs, retail pharmacy and pharmaceutical manufacturers can increase the number of scripts filled. ”

John Kenlon, *Drug Store News*<sup>1</sup>



**Rx.com**<sup>®</sup>  
Digest

The  
**New Business**  
of  
**Pharmacy**

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**AutoFill™**

Product refills dispensed automatically; no need for refill reminders



**AutoMail™**

AutoFill™ products are conveniently mailed directly to patients' homes



**Pre-Edit Message**

Communicate important information to pharmacists prior to adjudication



**Loyalty Programs**

Track and reward patient loyalty through discounts, vouchers, or free refills



**30- to 90-Day Retail Program**

Convert 30-day into 90-day supply prescriptions with simultaneous enrollment in AutoFill™ or AutoMail™



**IVR**

Targeted patient telephone communications via automated interactive voice response system



**Print-on-Demand ("POD")**

Customized patient messages regarding product or disease state printed at point of dispensing



**Medication Therapy Management**

Collect key information from patients about their health condition and use of medications

## The Right Prescription for Manufacturers and Retail Pharmacy

In a time when providing patients with healthcare benefits and information has become paramount, healthcare related businesses—not the least of which are drug manufacturers and retail pharmacies—are feeling the pinch more than ever. Lower reimbursement rates, anemic script growth, and decreased drug revenue threaten to limit how these entities reach patients. Manufacturers are threatened by a lack of new, significant product approvals, expiring drug patents, pricing pressures, and mounting layoffs among other issues. And, like a bad cold, what's bad for manufacturers tends to be bad for those nearby—chiefly retail pharmacy.

Ultimately, new strategies that go beyond selling drugs must be employed to reduce the impact of these factors. A strategic realignment could be just the right prescription for manufacturers and retailers alike. John Kenlon, *Drug Store News* publisher recently wrote, "...by supporting e-prescribing and developing innovative, practical compliance programs, retail pharmacy and pharmaceutical manufacturers can increase the number of scripts filled."<sup>1</sup> Research continues to show that patients

rely on their community pharmacist for a portion of their healthcare needs, due in large part to pharmacists' reputations, expertise, and availability. To that end, PDX-Rx.com has in place an increasingly large, nationwide network of pharmacies along with advanced technologies and business solutions that further assert the community pharmacist into patients' healthcare.

For several years now, PDX-Rx.com has pioneered programs facilitated by retail pharmacy that

- provide manufacturers with the patient access and touch they need, a pay-for-performance model to drive compliance and persistency, and a measurable ROI
- give patients the healthcare information they can use
- deliver pharmacies much needed revenue streams
- leverage central fulfillment and mail order to reduce healthcare costs

By using retail pharmacy as a conduit to patients and leveraging pharmacists' frequent communication with their patients, manufacturers can pass on valuable drug information and other informational

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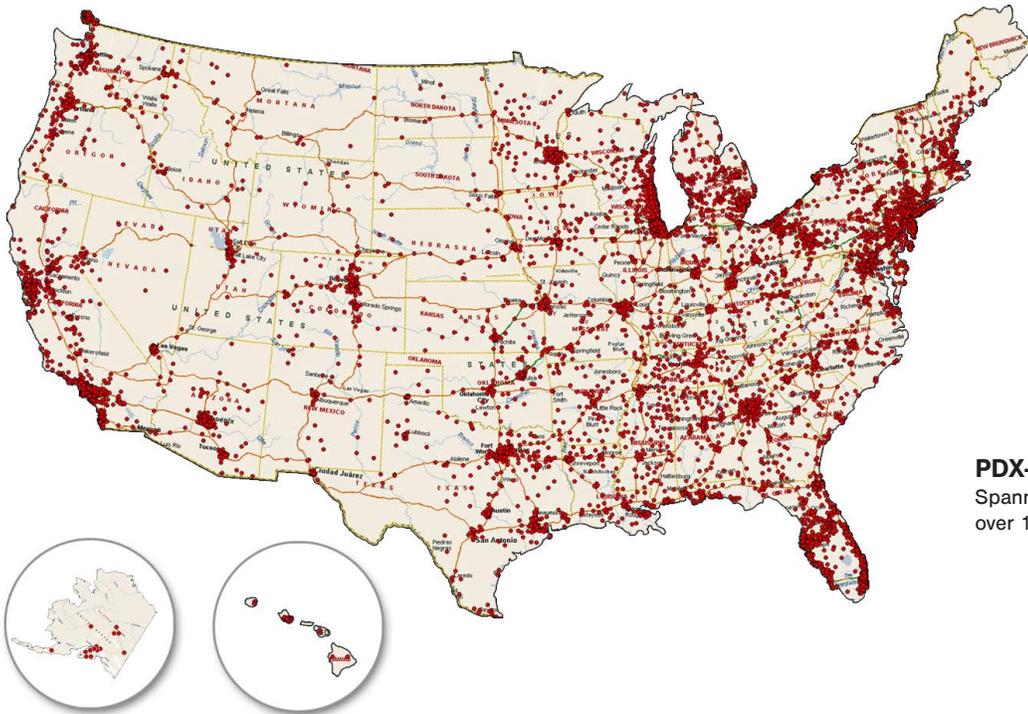
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# The Right Prescription for Manufacturers

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opportunities to patients. Through this process, both manufacturers and retail pharmacy can realize new revenue streams and solidify their relationship with their patients. Says Kenlon, "Maybe it's just the right prescription for fast-forwarding retail pharmacy's move into

consumer-directed health care."<sup>1</sup> Through significant industry partnerships with recognized market leaders, PDX-Rx.com is uniquely positioned to do just this by bringing an enhanced global value to all stakeholders who seek to provide the best possible healthcare to patients.



## PDX-Rx.com Network

Spanning all 50 states, this Network includes over 11,000 pharmacy installations.

## Program Details

The 100% HIPAA-compliant PDX-Rx.com Manufacturer Programs emphasize four key strategies:

- enhancing patient care
- increasing compliance and persistency
- driving incremental sales and resulting profits
- providing measurable outcomes

The PDX-Rx.com Network represents a large, geographically broad group of pharmacies that comprises a significant patient population. Today, over 5,400 of the 11,000 PDX-Rx.com pharmacies can provide manufacturers with significant reach to patients. The HIPAA-compliant data aggregated

from these pharmacies is clean and timely delivered, using best-in-class industry-recognized independent analytics companies that provide full transparency and visibility.

Through these programs, manufacturers can increase their access to patients and provide specific medical information and programs that support patients' healthcare needs regarding the appropriate use of pharmaceuticals. Current and developing programs provide not only patient access but also network-wide, cross-chain, and region-specific data aggregation along with mechanisms that measure outcomes.

Pharmacies in the PDX-Rx.com Network have access to advanced technologies that not only deliver manufacturer-sponsored programs but also provide their pharmacists and pharmacy technicians with more time to counsel their patients and caregivers. Programs available to these pharmacy professionals target the top 200 dispensed medications identified to treat chronic illnesses.

Ultimately, these programs facilitate better patient care through increased patient follow-up, better medication therapy adherence, improved healthcare, and decreased healthcare spend.

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