

To learn more about how nationwide leading chain pharmacies—including mass merchandisers and food drug combo operations—can effectively touch appropriate patients via the Rx.com Manufacturer Services (RMS) Pharmacy Network, please contact:

Steven Friedman, R.Ph. Vice President,  
Pharmaceutical Trade Relations  
845-638-9609 • sfriedman@rx.com

Jason Adama, Vice President, Sales  
800-433-5719 • jadama@pdxinc.com



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Digest

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## Electronic Pharmacy Record



Currently hosting over 65 million patients from over 4,500 pharmacies and almost one billion prescriptions, the Rx.com Electronic Pharmacy Record (EPR) allows pharmacies to perform true chain-wide drug utilization review (DUR), offer patients the option of visiting any store in the chain for their prescription needs, and provide patients with secure online refill service and access to their chain-wide prescription profiles.

The EPR—fully integrated with both the Rx.com Enterprise Pharmacy System and PDX Pharmacy System—facilitates the chain-wide exchange of demographic, prescription, third party, and clinical data. Pharmacists can perform DUR screening checks against patients' complete chain-wide profiles for better clinical screening. Cleaned and merged patient files and address standardization result in improved data quality and patient file integrity. Patients appreciate the convenience of being able to get their prescriptions filled at any store in the chain.

The Rx.com ePharmacy Web Engine, included with the EPR, provides patients with 24/7 access to their prescription profiles and refill service via the Internet. Patients can view their chain-wide prescription profiles, order prescription refills, select the store where they prefer to pick up their prescriptions, and research drug information. Patients can also choose to provide their physician or other healthcare providers with access to their prescription profiles.

Pharmacies can also partner with Google Health™ to offer their patients the ability to upload their prescription profiles to their Google Health profiles. Google Health is a free online service that puts patients in charge of their health information by letting them store and manage their medical records online at one safe, secure place.

PDX customer-partners who want to upgrade to the EPR can use existing hardware. No new hardware is required and access to the central patient database is immediate.

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The Rx.com Enterprise Pharmacy Record (EPR) contains almost one billion prescriptions representing over 65 million patients from over half the PDX-Rx.com pharmacy installations—and counting. Pharmacies that have implemented the EPR are already compliant with the HIT requirements of the American Recovery and Reinvestment Act (ARRA) of 2009. Built on years of foresight and a scalable infrastructure, the EPR boasts significant benefits toward the delivery of patient-centric initiatives.

## Building Patient-Centric Collaborations

From concept through execution, Rx.com Manufacturer Services (RMS) works closely with pharmaceutical manufacturers (Pharma) to create a patient-centric partnership that reaches the right patient at the right time through its network member pharmacies, pharmacists, and pharmacy technicians. The goal of this partnership is simple: *build strong and effective relationships with patients, pharmacists, pharmacy technicians, and Pharma.*

The ability to target specific patients is accomplished through much more than a pharmacy management system. The PDX-Rx.com suite of products and services leveraged by RMS represents a complete, single-source solution for its pharmacy customers, including drug chains, supermarkets, mass merchants, independents, co-ops, and manufacturers. The PDX-Rx.com strategy—integrating task-oriented workflow, patient-centric capabilities, an electronic pharmacy record (EPR), MTM programs, centralized data files, retail-based fulfillment and central fill, and e-prescription technology—equips

pharmacists to perform tasks that patients rely on, which in turn asserts the value of Pharmacy in healthcare. This forward-thinking solution—borne out of a 25-year commitment to the Pharmacy industry and the patients it serves and over two decades of collaboration with its chain pharmacy partners—comprises the very best of systems, services, and data.

RMS pharmacies enroll patients in these no-cost initiatives quickly and easily. As an example, RMS technology automatically identifies eligible patients and affords the opportunity to enroll them in contracted initiatives immediately. As the pharmacy staff processes prescriptions for eligible patients, the system delivers a pre-edit message describing the initiative, prompting them to speak directly to the patient, and expediting enrollment. The technology facilitates quick access to an opt-in screen used to activate the patient's participation within seconds. Patients can opt-out at any time. Further, RMS equips its member pharmacies with ongoing training and support for each Pharma-sponsored initiative.

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## Providing Measurable and Identifiable ROI

To maximize successful results, RMS works closely with Pharma on contract lead-times and methodology alignment prior to executing an agreement. Before launching any patient-centric initiative, RMS furnishes Pharma with Medication Possession Review (MPR) studies in the retrospective form, as well as analytical reporting for contracted initiatives. RMS provides patient targeting criteria to match initiatives in order to touch appropriate patients.

RMS presents a measurable and identifiable ROI for each pharma-sponsored initiative, with input from the sponsoring companies. RMS recognizes that ROI is best measured over time through a successful compliance and persistency program. To that end, RMS has developed specific tactics in use today that support a financial model using patient reach, retrospective data, anticipated results, and commensurate costs to derive an ROI calculation. RMS patient-centric capabilities yield significant results where the ROI is clearly visible and the calculations provided to Pharma lead to confidence, ongoing measurability, and continued transparency for the future.

## Empowering Community Pharmacists

RMS provides physician-level compliance and persistency (C&P) reporting for the prescribed medications being filled by RMS pharmacies. By effectively identifying levels of C&P that are less than efficacious, member pharmacists—who often have a daily interaction with local physicians—can use this data to discuss drug therapies prescribed to their patients. This interaction with patients and physicians can improve patients' compliance with their prescribed drug therapies, fostering a stronger teamwork approach among patients, pharmacists, and physicians.

## Asserting Pharmacists' Role in Healthcare

RMS provides Pharma with the desired patient-healthcare relationship via community pharmacists who are easily accessible to patients and remain highly trusted by them, above most other healthcare providers. Pharmacists and technicians are often the last and most frequent point-of-contact with the patient, and as such, can drive improvements in compliance and adherence and are well positioned to educate patients and support physicians' diagnoses and therapies.

RMS pharmacists foster communication directly with each patient—in a HIPAA-compliant environment—using leading-edge technology that makes these programs efficient, easy-to-use, and as effective as possible for both the pharmacy staff and patients. By design, these programs fit into the busy workflow of today's pharmacy environment.

Because pharmacists understand how to communicate messages to patients who have been prescribed life-saving, life-extending, and life-enhancing pharmaceuticals, patients are often very willing to listen. RMS gives pharmacists additional information to help targeted patients better understand their medications, usage, and benefits, as well as better manage their overall health. This opportunity also promotes the role of pharmacists as key members of the healthcare system and facilitates better continuity of care.

## Summary

RMS enables Pharma to meet all these challenges with

- cost-contained solutions
- industry knowledge and flexibility
- accessibility to patients and pharmacy staff
- financial reporting capabilities

RMS programs not only provide the touch Pharma needs but also promotes a greater standard of patient care among patients and their physicians and pharmacists.

Merck, one of our partners, continues to play an industry leading role in providing scientific excellence in the adherence arena and will continue to spend R&D dollars to develop pharmacy-based solutions. Merck has significant presence in the asthma, diabetes, hyperlipidemia, osteoporosis, and hypertension fields, among other major therapeutic categories. They have created the Adherence Estimator™—available at <http://allnurses.com/health-medicine-news/adherence-estimator-brief-373109.html>—as an industry resource.

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