

Rx EDGE Pharmacy Networks

Company Profile

Since our inception in 2000, pharmaceutical marketers have counted on Rx EDGE to help them acquire new patients and increase brand awareness. We achieve these goals by delivering health information through our Solutions at the Shelf™ programs, available in a retail pharmacy network that includes over 30,000 chain drugstores, mass merchants, supermarkets and independents that represent 70% of retail prescription volume. This large and diverse network allows brands to execute programs in the geographic markets that fit their strategy and utilize appropriate sections of the store to reach their prospective patients.

Rx EDGE generates measurable results, achieving an average prescription sales volume increase of 9.8% and an ROI exceeding \$5.00. Through our work with 145 pharmaceutical brands encompassing 70 different therapeutic categories and more than 62 manufacturers, we have gained a wealth of knowledge about targeting, messaging, measurement and design. We leverage these insights to create initiatives that have a quantifiable impact on prescription sales.

What does patient-centricity mean to you and is the industry doing enough to fulfill the needs of patients?

Patient centricity involves making efforts to meaningfully connect with patients at every stage, before and after the treatment decision. The pharma industry should concentrate on strategies that are based on reaching patients when and where they are searching for solutions, motivated to take action, want information, and are willing to focus attention. To define those occasions, we have created the Mindset Moment™ concept—the times and places where we can better educate patients and provide tools for more productive conversations with healthcare providers. These moments, many of which happen in the pharmacy, are the points when rich patient-centered communications can occur.

Services and Offerings

In the Solutions at the Shelf™ program, prominent information dispensers are placed at the shelf in targeted OTC and personal care sections:

- Take-one booklets deliver product information, doctor-patient discussion guides, savings offers, and disease education materials
- Available in multi-week cycles throughout the year in a network comprised of top Rx retailers including Walgreens, CVS and Rite Aid
- Quantitative post-program evaluation, using matched-panel research methodology, measures impact on prescription volume
- Comprehensive art and design services are offered
- Intelligent Targeting™: Demographic and geographic targeting resources insure that the optimal audience is reached



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Business Unit of LeveragePoint Media **Sample clients:** Merck, Pfizer, Allergan, Takeda, Novo Nordisk, Genentech, Forest, Mylan