



OPUS Health

COMPANY PROFILE

OPUS Health, a division of Cegedim Relationship Management, is the premier loyalty marketing company with over a decade of experience helping pharmaceutical companies implement HCP trial as well as patient acquisition and adherence solutions. We design, manage, and measure co-pay, voucher, debit card, cash discount, buy-and-bill, and medication adherence programs. We process all pharmacy claims with our in-house claims adjudication system, which enables us to customize solutions in ways other suppliers cannot. Core strengths of OPUS Health are its program design and execution, ownership of technology and pharmacy relationships, multi-disciplined account management and cloud-based reporting and detailing tools. Why have pharmaceutical companies trusted OPUS Health to provide patient savings more than 50 million times? Because it works.

Learn more at www.opushealth.com

SERVICES AND OFFERINGS

- Co-Pay Reduction and Sample Vouchers
- Pharmacy and In-Office Debit Card Programs
- Cash Discount Pharmacy Network
- Buy-and-Bill Solutions
- Targeted NP/PA Educational Events
- Patient Relationship Marketing
- Medication Adherence Campaigns
- Prior Authorization and Benefits Verification Services
- Web-Based Rebate Programs
- Field Force Detailing and Reporting Tools

COMPANY INFO

OPUS HEALTH™

A Division of Cegedim Relationship Management

Address: 1425 Rt. 206 South, Bedminster, NJ 079021

Phone: 908-443-2000

Website: www.opushealth.com

Email: challenge@opushealth.com

Year Founded: 1996

Parent Company: Cegedim Relationship Management

Clientele: all size bio-tech and pharmaceutical manufacturers and their agencies

CORE CAPABILITIES

- In-house claims adjudication system enabling unlimited flexibility and speed to market.
- Unrivaled account management assembled with strategic thinkers to ensure alliance with both short and long term customer goals.
- Reporting and analytics platforms tailored to multiple stakeholders.
- Pre and post program analytics (ROI, Persistence & Compliance), predictive models, and outcomes-based studies.
- Patient Relationship Marketing from behavior-based adherence messaging to multi-dimensional personalized support programs.
- Patient, Pharmacist, and Prescriber web portals to promote and process patient savings programs.
- NP/PA educational events with loyalty card promotion.
- Continual thought leadership and innovation ahead of competition and market demands.