

MediScripts

Company Profile

With over 30 years of industry leadership, MediScripts provides opportunities to reach practitioners across multiple points of care. Our suite of clinical management solutions tracks the impact of your clinical content to deliver proven value and measurable impact.

MediScripts' Secure Rx point-of-prescription advertising puts brand messages in the hands of practitioners on a daily basis, keeping them top of mind in the exam room at the point of prescription decision. Marketers can reach and influence the right practitioners by targeting them based on a variety of criteria, including list match, specialty, prescription decile and therapeutic class. With a 100% open rate, Secure Rx advertising delivers an average ROI of 19.9:1.

MediScripts has expanded its solutions to offer digital opportunities for its partners to connect with prescribers. Qology creates new opportunities for life science partners to deliver relevant content based on practitioner needs. Our newest solution, Smart eRx, will allow our life science partners to reach providers in an e-prescribing interface.

Services and Offerings

- Clinical Management Solutions
- PhRMA Code-Compliant Service
- Tamper-Resistant Prescription Pads
- Personalized Promotion

What will be the game-changing trend over the next five years?

A game-changing trend will be the proliferation of physician exclusive online platforms that combine clinical content and secure social networking—two of the top online sources used by providers. Restricted communities allow licensed practitioners to share and discuss professional opinions and medical trends in confidence. Targeting providers on these peer social networks will provide pharma with an opportunity to reach the right practitioners with the right content when they are making critical clinical decisions.

Core Capabilities

- Creating opportunities for life-science companies to reach practitioners at the point of prescription.
- Consistently connecting pharma brand messages with practitioners right in the exam room.
- Precise planning by list match, specialty, prescription decile and therapeutic class.
- PhRMA Code Compliant solutions that adhere to relevant state and federal regulations.
- Delivering clinical content to providers by keyword search, specialty and practitioner need.



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Year Founded 1981 **Sample Clients** Leading pharmaceutical, biotech and medical device manufacturers