

PDR[®], LLC

Company Profile

Trusted by generations of healthcare providers, PDR delivers innovative health knowledge products and services that support prescribing decisions and patient adherence to improve health. As a leading provider of behavior-based prescription management programs, PDR provides event-driven and clinically relevant healthcare messaging through its patented process, which improves patient compliance and outcomes while preserving privacy. This network consists of e-prescribing, electronic medical record (EMR) and electronic health record (EHR) applications, chain and independent pharmacies and sponsors of healthcare-related education such as pharmaceutical manufacturers, health plans and pharmacy benefit managers.

Service and Offerings

Professional & Patient Solutions inside and outside of provider workflow:

- Point of prescribing
- Point of dispensing
- Multichannel communication

Core Capabilities

Connecting sponsors to HCPs via the Largest Aggregated Provider-Patient Network

For more than 70 years, the printed classic Physicians' Desk Reference[®] has been the most trusted resource for prescribing information in the US. With multichannel delivery including eRx/EHR/EMR, email, mobile, chain and independent pharmacies, online and direct mail, PDR delivers an effective mix of prescribing information, drug updates, timely safety information and promotional messaging to the right audience at the right time in the HCPs' preferred format.

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

The most significant game-changing trend over the next five years will be assessing how best to use "Big Data" effectively in the healthcare industry. We all know it when we see it—insightful information that is presented in a time and place that helps an HCP and his or her patient take the right step or rethink their plan. Delivering information to drive positive behaviors and value for HCPs, patients and sponsors will demand the capture, analysis and appropriate use of data. As importantly, users will demand that we understand and act on their preferences, the way they value different kinds of products and services, the way they want to consume information and even on their influence network. That will take information, analytics and information delivery channels that can adapt and scale to these new realities.

Partnering with PDR provides unparalleled access

Reach 1.5 million HCPs—including 800,000 prescribers and 90,000 pharmacists as well as over 100 million patients. Improve behavior both inside and outside the prescriber's and pharmacist's workflow by leveraging PDR's proprietary business rules engine, a system that processes nearly 1 billion healthcare transactions annually.

Connect with PDR

From communicating DHCPLs to launching new brands, educating about adjunctive therapies to offering co-pay assistance, PDR is the best partner for sponsors who are interested in providing information for better health.



Address 5 Paragon Drive, Montvale, NJ 07645
Phone 201-358-7200 **Website** www.PDRNetwork.com
New Business Contact Joe Buse, SVP Innovation & New Product Commercialization,
joe.buse@pdr.net or 513-574-9138 **Year Founded** 1946 **Employees** 120
Office Locations Montvale, NJ; St. Louis, MO; Blue Bell, PA