



Multichannel Patient Adherence Communication Programs by PDR, LLC. - Information for Better Health

PDR services effectively communicate health information that improves patient medication adherence, strengthens customer loyalty, and enhances store revenue. Our multichannel services can communicate during the in-pharmacy dispensing process and at the patient's home, resulting in an informed and engaged patient.

President & CEO: Mark Heinold

Founded: 1946

Employees: 130

Toll-free Phone: (800) 232-7379

Phone: (201) 358-7200

Fax: (201) 722-2686

Address: PDR, LLC

5 Paragon Drive, Montvale, NJ 07645

Website: www.PDRNetwork.com



Company Background

Trusted by generations of healthcare providers, PDR® delivers innovative health information that matters, supporting prescribing decisions and patient adherence to improve health. PDR provides event-driven and clinically relevant healthcare messaging through its patented process to improve patient compliance and outcomes, while preserving privacy. PDR connects the largest, aggregated provider-patient network, which includes chain and independent pharmacies and a direct-to-provider communications capability that reaches over 1.5 million healthcare providers. PDR provides targeted, healthcare-related information *in the pharmacy at the point-of-dispensing* and in the physician's office at the point-of-prescribing. The Physicians' Desk Reference® suite of services is the most recognized drug information reference available in the U.S. – in printed and e-book form, in workflow via eRx, EMR and EHR providers, through PDR.net®, and via PDR's mobile application, mobilePDR®.

Product Overview

Make your professional pharmacy services count. PDR, the healthcare industry's premier resource for drug related information for over 70 years, delivers programs that educate patients and build loyalty seamlessly within the pharmacy dispensing workflow.

PDR offers an extensive suite of compliance, educational, and promotional products that build sales, patient loyalty, and improve health outcomes.

- **CarePoints:** Messages containing patient educational information, refill reminders, and financial offers are delivered at the point-of-dispensing via the in-store printer. Calls to action are behavior-based to positively influence patients' behavior at the optimal time (first fill, refill, between fill, lapsed). Store branding drives loyalty.
- **PharmacistCare:** Delivers customized educational messages (clinical, dispensing, inventory, and patient counseling recommendations) via the in-store printer without disrupting the dispensing workflow.
- **ValueAdd:** Helps cross-merchandise and drive awareness for in-store events, offers, clinics, and more.

- **MedGuide:** Educate patients so that they have the confidence to take their medication safely and effectively.
- **CareMail:** Works with pharmacies to deliver adherence messaging to patients at home to help bring them back into the pharmacy. Program is cost-neutral to clients.
- **ComplianceCare Report Cards:** Personalized tools for use by the pharmacist to engage with the patient about their medications, to understand issues and obstacles to adherence, and collaborate to create solutions.
- **ConsumerCare:** Delivers national brands, consumer health offers, and coupons for health and personal care products to patients at the point-of-sale. Messaging encourages continued use and loyalty. Also available via custom coupon gallery/online savings portal.

Help pharmacists build stronger bonds with patients to improve health—while increasing store revenue.

Key Business Partners

Our partners consist of chains and pharmacy system vendors including:

- | | |
|---------------------------------|--|
| • Abacus Rx, Inc. | • McKesson Pharmacy Systems and Automation |
| • Best Computer Systems, Inc. | • PDX, Inc. |
| • CarePoint | • PioneerRx |
| • Cerner Corporation | • Pharmacy Systems, Inc. |
| • Compusolve Enterprises LLC | • QS/1 |
| • Computer-Rx | • Rx Master Pharmacy Systems |
| • DataScan | • Transaction Data Systems |
| • Foundation Systems Inc. | • SpeedScript |
| • Health Business Systems, Inc. | • SRS Pharmacy Systems |
| • KeyCentrix LLC | • Suite Rx |
| • Lagniappe Pharmacy Services | • VIP Computer Systems, Inc. |
| • Liberty Computer Services LLC | |
| • Micro Merchant Systems | |

Markets Served

PDR products and services span multiple channels in the healthcare setting, providing:

- direct communication to over 1.5 million healthcare providers via email and direct mail.
- interactions with nearly 18,000 pharmacies and over 60 chains and partners.
- connections to 150 Electronic Medical Record (EMR) partners and over 250,000 EMR subscribers.

Contact Information

Email: pharmacy-info@PDR.net | **Phone:** 1 (800) 232-7379

Contact us to schedule a consult on the solutions that are right for you.