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PRS and Rxight™ Bring Pharmacogenetic Testing to Your Pharmacy

Rxight™ — pharmacist centered, effective, and profitable.

President & CEO: Harry A. Lattanzio, RPh. 
Founded: 1982
Employees: 50+
Toll-free Phone: (800) 338-3688
Phone: (724) 539-7820
Fax: (724) 539-1388
Address: 201 Depot Street, Suite 200
 Latrobe, PA 15650
Website: www.thepharmacyconsultants.com

Company Background

With over 30 years of experience in the independent pharmacy industry, PRS is nationally recognized as the go-to company for retail pharmacies seeking help with a variety of complicated and time consuming issues. The PRS Lattanzio Consulting Group's experienced advisors offer up-to-date, comprehensive pharmacy consulting, operational services, and cutting edge in-store programs designed to increase the profitability, visibility, and professionalism of independent pharmacies. We are pharmacists and pharmacy owners who understand your business. Here we highlight Rxight™, an exciting new Pharmacogenetic Testing Program specifically designed for pharmacists in independent pharmacies.

Product Overview

■ Pharmacogenetics — (PGx) \fär-ma-kō-je-ne'-tiks\ (n)

1. The study of how genetic differences among individuals cause varied responses to a drug.
2. Giving your patients the precise medicine they need based on their DNA and thereby becoming their best friend for life.

■ Rxight™ — \rīt\ (n)

1. The most comprehensive pharmacogenetic test available.
2. The FDA compliant, genetic medication-response program thrusting pharmacists into the future of precision medicine.

Features

The fast growing area of pharmacogenetics (PGx) is fundamentally changing medication management and presents a unique opportunity for independent pharmacy owners to be on the cutting edge of the Precision Medicine Initiative. It streamlines medication selection, improves patient outcomes, and increases profitability.

After conducting an extensive review and evaluation of pharmacogenetic testing programs, PRS selected Rxight™ as its genetic testing partner and the clear choice for community pharmacists. The Rxight™ Program places pharmacists front and center in the PGx movement by bringing the most comprehensive pharmacogenetic test available to your community. Rxight™ identifies 60 alleles present on 18 genes that

determine the metabolism of over 200 medications across 14 different therapeutic categories. A patient's DNA is collected with a simple cheek swab performed right in the pharmacy. Swabs are shipped to the lab in the provided postage paid packaging and results are available in about five days.

The test results and report, which are sent directly to the pharmacy not the patient, provide actionable medical information on how a particular patient may metabolize a certain medication, how the dosage should be adjusted, if it should be used at all, and if not, what the best alternatives are — all based on the patient's genetic profile and evidence based research.

Until now, prescribers used a hit and miss approach. Many of your patients have tried multiple medications at varying doses looking for the right one. With Rxight™, you can enhance your relationship with both physicians and customers by introducing them to personalized medicine and equipping them with the knowledge they need to select the right drug the first time.

As medication experts, pharmacists are poised to play a crucial role in pharmacogenetic testing, and PRS and Rxight™ are here to help you join this innovative revolution. Case study after case study has proven the value of this information to pharmacists, and you now have the opportunity to provide this critical information as a service to your patients and their physician's right from your pharmacy.

Rxight™ makes it easy to have PGx testing available in your pharmacy. The program provides you with supplies, training, in-store marketing, patient education materials, physician outreach materials, action plans, access to experienced PGx experts and customer service staff, and much more to help you implement a successful pharmacogenetic testing program. We walk you step-by-step through the implementation and ongoing operation of your PGx service.

Importantly, the patient price of the Rxight™ test includes a Personalized Medication Review (PMR)® during which you or a staff pharmacist explains the results of their test. Rxight™ provides a complete training and certification program that teaches you how to interpret the report for the patient and be an expert consult to prescribers.

PGx has the potential to be a billion dollar pharmacy category. With Rxight™, the pharmacy makes \$149 per test and is certainly an opportunity worth exploring. Join the Precision Medicine Initiative and become the PGx expert in your community.

Contact Information

"Sign-up Now and Save" ... Registration for Fall/Winter Class is filling up fast. Call (800) 338-3688 or sign-up online before October 31, 2016 at www.thepharmacyconsultants.com and use Promo Code "20WaysFall16" and save.