



# Stimulate Awareness and Acquire Base of New Patient Starts with LoyaltyRx™ Patient Incentive Programs

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## Flexible Solutions for Your Patient Incentive Initiatives Delivery Systems and Processing

### Consumer-Driven Applications

Adjudicated Vouchers and LoyaltyRx™ Cards Within Rx EDGE® Shelf and Counter Dispensers

### Physician-Driven Applications

LoyaltyRx™ Reloadable Card

**Free Trial Offer for SPIRENTIA---Up to 7 Tablets FREE**



**Free Trial Offer for SPIRENTIA**  
Get Up to 7 Tablets **FREE**

**Free Trial Offer for SPIRENTIA**  
Get Up to 7 Tablets **FREE**

**Spirentia**  
Tablets

- Contact your doctor to find out if SPIRENTIA is right for you. SPIRENTIA is available by prescription only.
- If you and your doctor decide SPIRENTIA is right for you, ask for a 7-day prescription to receive your free trial.
- Present this certificate and your 7-day prescription for SPIRENTIA to your pharmacist to receive your 7-day free trial.

**Conditions of Use:**  
Limit one free trial prescription voucher per patient. Redeem for product only when presented with a signed prescription form for SPIRENTIA. Submit claims to PSKW using identification # 12345. For pharmacy processing questions, please call the Help Desk at 1-800-XXX-1234 open 7 days a week, 24 hours a day.  
Expiration date: December 31, 2008

**BIN #:** xxxxxx  
**Group #:** xxxxxx  
**ID#:** xxxxxx

See back for Information for Physicians and Pharmacists

Save up to \$20 on your out-of-pocket expenses for your prescription of

**REVONOX®**  
(liptichlorenol)

0000 0000 0000 0000

**OPUS HEALTH™**  
RxBIN: 601341  
RxPCN: OHCP  
RxGrp: OHC900907  
RxID: 000000000000  
Suf: 01

Good Thru: 12/08

LoyaltyRx  
DEBIT CARD

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This card is issued by Monterey County Bank.  
This card is reloadable by handing it to your pharmacist along with your prescription. Program managed by OPUS Health and P.S.K.W. & Associates. Both parties reserve the right to modify, suspend or amend this program without notice.  
**To the Pharmacist:** Please submit the copy authorized by the patient's primary insurer as a secondary transaction to OPUS Health. For self-pay patients, submit the claim at UBC. You will receive a \$2.50 incentive fee from OPUS Health with your next remittance. Cannot be combined with any other offer.  
Program Expires 12/31/07.

Pharmacist questions please call: 1-800-000-0000  
Cardholder customer service call: 1-866-000-0000

POWERED BY **NYCE pulse** **U kash** **p.s.k.w.**  
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## A Seamless Process for the Manufacturer, Physician, Patient, and Pharmacist

# LoyaltyRx™ Reloadable Card

The **only** card that combines the power and protection of the banking industry with the pharmacy adjudication platform



Pharmacy Adjudication allows product offers to be restricted to specific NDC #'s

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Banking Platform allows for:

- Fraud protection
- Universal acceptance
- No preloaded or prefunded cards
- Real time card funding
- Access to unique, real-time data

## How it Works:

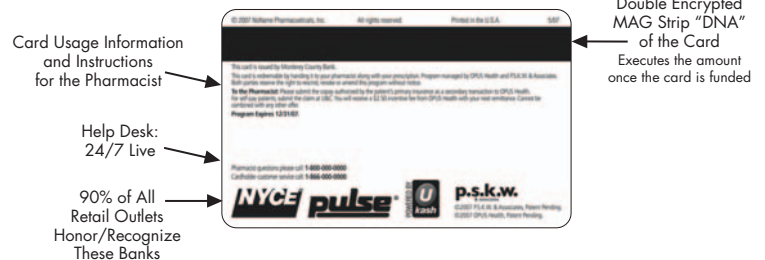
Once the claim is adjudicated and meets all predetermined business rules the debit card is funded with the appropriate amount, in real time. The pharmacist then uses the card to satisfy payment. LoyaltyRx™ **cards are never pre-funded** with any dollar amount.

## LoyaltyRx™ Card Links Financial and Adjudication Technology in One Card

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## LoyaltyRx™ Dispenser Delivery System

### Dispenser-Delivered Cards

- Incorporated into inserts within Rx EDGE® Shelf and Counter dispensers
- Adds additional value to pharmacy-delivered communications

### Dispenser-Delivered Vouchers, Coupons, Trial Offer Certificates

- Printing, processing, payment, response measurement
- Broad pharmacy acceptance vs. competitive services

For more information, please call 866.697.9334 or visit [www.rx-edge.com](http://www.rx-edge.com)