



Behind the Scenes... Developing Store Lists for DTC Programs Delivered in the Retail Pharmacy

Creating a store list is more than just taking a slate of geographic areas and turning it into a list of retailer addresses. The store list is a critical ingredient in an in-store DTC program. Think of it as a media planning and buying process. It means developing a retailer line-up that will ensure that your message reaches target consumers when and where it will be most relevant to them—at the right store and in the right location in that store.

Store lists can be derived from a simple list of zip codes—or can be created by using a combination of factors. Store lists are analyzed and cross-matched against key data points to determine the “mix” that will deliver optimal coverage.

Store List Development Factors to Consider

Value per store as defined by a chain's percent of total U.S. Rx sales

Specified retailers: full or partial chain

Latest developments in the retail environment: store openings/closings, mergers

Designated Market Areas (DMA's)

Client directives: sales regions, product availability, BDI/CDI factors, zip code, other geographic variables

TDLinx[®] Channel database

The strategic development of your store list is a key part of the planning services offered at Rx EDGE. We have the information resources and data necessary to examine options and create a customized, effective retailer list. We work with you to assess your needs and assure appropriate coverage for your program in the most efficient manner possible.



Program effectiveness is measured using Test and Control matched panel research

ScriptPoint™ ... a new way to deliver messages to patients at the point-of-sale

Rx EDGE has teamed up with CVS/pharmacy to give pharmaceutical manufacturers the opportunity to deliver targeted messages on the receipt panel of prescription purchases.

Targeted placement is based on several triggers including type of drug product, disease state/health condition, demographic and geographic factors, payer type and other variables.

The receipt panel is affixed to the front of the prescription bag, allowing consumers easy access to messages.

This is an ideal vehicle to communicate brand awareness messages, direct consumers to non branded disease-specific websites, or deliver health-related information.

To learn more about ScriptPoint, visit us at rx-edge.com or call 866.697.9334



ScriptPoint efficiently delivers timely and targeted health-related information

New Addition to Sales Team

Rx EDGE welcomes Kristin Stockett to its sales team! Kristin has devoted her entire career to the healthcare industry. She was most recently with MTI Information Technologies, a leading provider of physician relationship marketing. Prior to that, she was with Catalina Health Resource and Baxter Healthcare Corporation.

Kristin can be reached at 484.532.7210 or kristin.stockett@rx-edge.com.

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