

Pivotal Role of Pharmacy Reinforced at Annual National Association of Chain Drug Stores Meeting



Rx EDGE representatives recently attended the Annual Meeting of the National Association of Chain Drug Stores (NACDS). The meeting celebrated the 75th anniversary of NACDS, and gave attendees the opportunity to gain new insights into today's changing retail landscape. More than 2,200 business leaders from Drug, Food, Mass and Specialty retailing companies and their supplier counterparts gathered together to share insights, forge relationships, and explore opportunities for the future.

The value of pharmacy in healthcare was a key theme of the meeting. In his inaugural address, Warren Bryant, Longs Drug Stores Chairman and incoming Chairman of NACDS, emphasized the unique role of pharmacy, saying **"We can't let anyone forget how important this industry is to the economy, to our customers, and to the quality, accessibility and affordability of healthcare products and services for millions of Americans."**

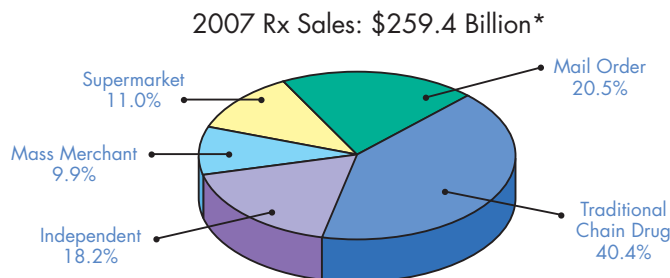
Bryant noted that in 2007, retail pharmacies filled 3.52 billion prescriptions. Chains within NACDS account for about 60 percent of those, and a similar share of the over-the-counter medications, health and first aid products sold every day. **"Few industries have that kind of reach into the homes, the lives and the health of American families"**, Bryant stated, and cited some examples:

"We're working with patients to help them manage diabetes, obesity and any number of chronic health conditions, and playing a meaningful role in improving patient outcomes and quality of life."

"We're helping patients manage complex drug regimens and provide a critical safety net protecting against adverse drug reactions and interactions."

"We're working with physicians to promote compliance through electronic prescribing and with patients on refill reminders... because, as we all know, the medications only work when they are taken as prescribed."

Steve Anderson, NACDS President and CEO, mentioned a recent ad campaign that positioned pharmacy as the face of neighborhood healthcare. He added, **"We also are the face of healthy neighborhoods. We are the most convenient and accessible healthcare providers."**



For more about NACDS, visit www.nacds.org

More and more patients are going to the pharmacy informed, prepared and actively engaged in their treatment options. That's why many marketers are finding the best time to talk to them to be when they are gathering information and beginning to make healthcare decisions. Consumers are paying greater attention every day to the information available in their local pharmacies, and that includes messages from marketers that can be delivered via Rx EDGE in-store programs.

*Source: IMS Health Year End 2007 Data

Talked to Your Pharmacist Lately....?

There is nothing that can substitute for the advice and interaction provided by a trusted healthcare provider—and pharmacists are consistently ranked among the most trustworthy and ethical professionals.

Rx EDGE now offers a way to connect with this critical audience through a strategic alliance with Pharmacy Choice web portals, which are collectively the most popular destinations on the Internet for pharmacy professionals.

Pharmacy Choice

pharmacychoice.com

Provides pharmacists, pharmacy technicians, students and others in the industry with the most comprehensive suite of web-based tools and information available, including drug information, industry news and educational programs.



RxSchool

rxschool.com

RxSchool is an e-learning web portal that offers one of the largest ACPE accredited continuing education catalogs on the Internet with over 150 hours of live and enduring continuing education.

RxSchool®

RxSchool is accredited
by the Accreditation Council
for Pharmacy Education as a provider
of continuing pharmacy education



RxCareerCenter

rxcareercenter.com

Home to the largest job board for the pharmacist, pharmacy technician and pharmaceutical industry professional. Provides job candidates with a secure and confidential system for searching for career opportunities.



Build product awareness and deliver critical communications within the entire pharmacist community with Special Announcement programs, banner advertising, newsletters and email marketing. Survey the database and collect follow-up data from thousands of Pharmacy Choice users. A variety of continuing education initiatives through RxSchool are also available. See your Rx EDGE sales representative for details.

Rx EDGE in the NEWS

Gary Norman, Executive Vice President and General Manager of Rx EDGE, was recently interviewed for articles in *Drug Store News* and *Chain Drug Review*. Both publications focused on the benefits of targeted marketing in the retail pharmacy environment. "Patient education is what drives our program," Norman states in *Drug Store News*. "It prepares the patient for meaningful conversations with the pharmacist or doctor. It makes a lot of sense to reach people when they are thinking about their health or condition."

In the *Chain Drug Review* article, Norman noted that "Picking up Rx EDGE literature in stores is an expedient way for patients to get solid information not only about brands, but also disease states. And in the process they can sometimes get incentives to make a purchase with rebate offers. The upshot is an average lift in prescription volume for the product being promoted of 9.8%, based on well over 200 research panel programs. And the average return on investment for every manufacturer dollar spent on an Rx EDGE program is \$7.00".

For more information, visit rx-edge.com

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