

## Guide patients directly to your educational tools and support with the HealthTrack™ adherence program

Imagine the kinds of questions your new patients may have and the information they may need. HealthTrack lets you put your critical content into their hands at the outset of their medication therapy.

### How HealthTrack™ Works



A newly diagnosed patient fills prescription at the pharmacy



Within two weeks, the pharmacy sends HealthTrack™ materials to patient—letter plus CD or thumb drive



Patient reviews and interacts with the content

### Implementation

- 1 Information:** we work with you to identify the right communications for your patients, using your current content and materials
- 2 Execution:** we use what has been approved to produce an interactive experience in a digital format and coordinate the mailing process with the pharmacy
- 3 Analysis:** we measure your results using de-identified patient level data

Available in Walgreens, Pharmacy First independents, and Rite Aid  
Fully compliant with HIPAA privacy guidelines

# HealthTrack™ has a significant impact on patient compliance and persistency

## Measurement Tools and Criteria

- 1 **Compliance rate**—total outcome (pills) per patient—measured for every individual patient on a time-aligned basis
- 2 **Compliance treatment effect**—the difference in rates between the program and control groups
- 3 **Persistence**—percent of patients that are persistent at points in time after the program’s inception in test vs. control panels

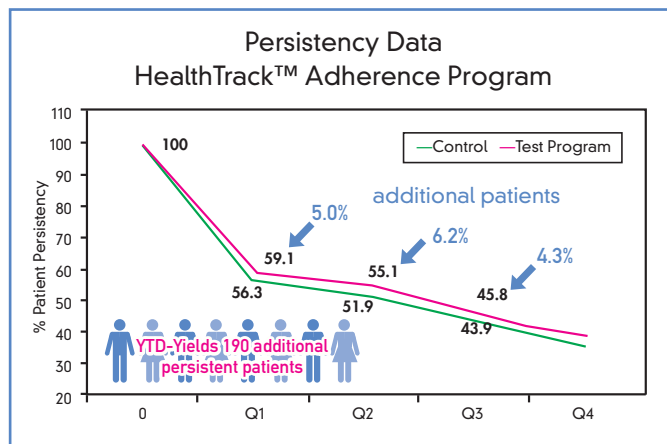
## Results

### Compliance Rate

Category	Additional Pills Per Patient	Days of Incremental Therapy
Acid Reflux	10.6	10
Type 2 Diabetes	21.9	22

Source: HealthTrack pilot programs in Walgreens 2010-2011

### Persistency Rate



Source: HealthTrack pilot programs in Walgreens 2010-2011

### Return on Investment

HealthTrack delivers positive ROI:  
range \$6.00 - \$10.00

For more information, visit [rx-edge.com](http://rx-edge.com) or contact:

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