For more than 15 years, Rx EDGE has been leading the way in redefining the media landscape with pharmaceutical marketing programs delivered through a network of nearly 30,000 retail pharmacies nationwide.
The pharmacy is an active stop on every patient's path to care

Path to Care Needs: arthritis, COPD, hepatitis C, diabetes, OAB, hypertension, shingles

Services: blood pressure monitoring, health screenings, immunizations

Path to Care Needs: family planning, allergy, weight management, depression, RA, gastrointestinal

Services: smoking cessation programs, immunizations, health fairs

Path to Care Needs: allergy, anaphylaxis, flu, skin conditions

Services: clinic-delivered school physicals and acute care, immunizations
Information dispensers are placed in targeted OTC and personal care sections, with take-one booklets that deliver product information and disease education materials.

With Solutions at the Shelf™, you can start engagement that leads to action:

- **REACH** a large audience of potential patients
- **TARGET** the right consumers
- **DRIVE** awareness about products and conditions
- **INSPIRE** action by connecting patients to brand resources
- **MEASURE** results and ROI using matched-panel research
Be there for the Mindset Moment® – when patients are thinking about their health, receptive to information, and motivated to take action

- When they are in the OTC and personal care sections, people are looking for solutions
- Messages delivered in those areas are contemplated, absorbed, and acted upon

Rx EDGE Mindset Moment® is a registered trademark of Rx EDGE® Pharmacy Networks
With a broad network of national and regional partners, Rx EDGE gives you access to millions of current and prospective patients.

- Encompasses close to 30,000 chain drug, mass, and supermarket pharmacies.
- Represents 70% of retail prescription volume.
- Covers 29 of the top 50 retailers in U.S. Rx sales.
- Includes the top 3 U.S. Rx retailers: Walgreens, CVS, Rite Aid.

Rx sales and rankings:
1) Drug Store News "PoweRx Top Pharmacy Retailers" report, April 2017
2) Chain Drug Review Top 50 Drug Chains report April 2017
The Rx EDGE media footprint spans a multitude of health and personal care aisles.

Aisles and audience reached in a 12-week program:

- **Heartburn, Indigestion, Gas and Diarrhea**: 97 Million
- **Facial Skin Care**: 88 Million
- **Medicated Skin Ointments**: 134 Million
- **Headache Remedies and Pain Relievers**: 185 Million
- **Cold, Sinus and Allergy**: 159 Million
- **Children’s Pain Relievers and Fever Reducers**: 89 Million
- **Vitamins and Dietary Supplements**: 164 Million
- **Laxatives and Fiber Supplements**: 57 Million
- **Feminine Hygiene**: 134 Million
- **Incontinence Products**: 53 Million
- **Family Planning**: 118 Million
- **Weight Management**: 103 Million
- **Diabetes Care**: 27 Million
- **Sleep Aids and Snore Relief**: 97 Million
- **Eye Care**: 89 Million
- **Men’s Grooming: Shaving Products**: 52 Million

© GfK 2016 Doublebase, FMI Transaction Data, Retailer-Reported Shopper Traffic Data, IRI Group household purchase information.
By using the Insight EDGE™ targeting platform, we make sure your messages reach the optimal audience.

Identifying the Right Audience
A Two-Step Process

Step One - Optimize Geographic Locations

**Rx EDGE Resources**
- Rx/OTC sales data
- Rx product distribution
- Online health condition search
- Demographic, geographic factors
- DMA's
- Household income
- Specialty product CDI

**Client-provided data**
- Managed care coverage
- Sales representative coverage
- BDI, CDI
- List matching

Step Two - Select the Best Placement Option

**Rx EDGE Resources**
- Adjacency to products related to:
  - Corresponding OTC/personal care items
  - Comorbidities
- Correlation to:
  - Products that treat secondary symptoms
  - "First-line of treatment" products
  - Shopper traffic volume
  - Audience composition

**Client-Provided Data**
- Demographic profile of the patient

Insight EDGE™ is powered by data from multiple sources: Google Trends, United States Census Bureau, Nielsen, Client Provided Data, GfK.
Matched-Panel Experimental Design

1. Programs are isolated from seasonal and market factors which might impact a store’s performance.
2. Test vs. control matched pairs are created based on key similarities in sales patterns, geography, and other attributes.
3. Usage of a base period insures equal script volume in test and control stores prior to program launch.

TRx, NRx, RRx

- Effect on total scripts, new scripts, and refills.
- Return on Investment: Value of program over the duration of treatment.

The Impact

- **$8.12**: Average Return on Investment*
- **12.5%**: Average Script Lift**

* Patient Value ROI for all categories except Cardiovascular, Osteoporosis, New Products and Respiratory, where single-script ROI was used.
**Average of Rx EDGE programs 2003-2016.
Your specialty drug may not be dispensed in the retail pharmacy – but your patients are there. Reach them with Rx EDGE Specialty Access™.

Get more for your media dollars

- Extend the reach and value of other marketing campaigns
- Remind patients of previous media exposures or a doctor’s advice
- Attract the right audience with customized targeting tools

Drive awareness and action

- Arm patients with practical product knowledge
- Communicate complex product and disease information in a relatable format
- Guide patients to assistance resources and cost-savings programs

Measure impact with a matched-market test design
For patients being treated with a specialty medication, the pharmacy is a critical point of contact as they work through the stages of education, awareness, treatment, and adherence.

For patients being treated with a specialty medication, the pharmacy is a critical point of contact as they work through the stages of education, awareness, treatment, and adherence.
Rx EDGE programs happen in a powerful, influential space that plays a significant role in the lives of patients and caregivers.

**IMMUNIZATIONS**

Over 300,000 pharmacists hold vaccine administration certificates.¹

**CLINICS**

There are more than 2,300 in-pharmacy clinics in the U.S. today – up 472% since 2006.²

**HEALTH-RELATED PRODUCTS**

81% of U.S. adults claim to use OTCs as their first response to minor ailments.³

**Rx**

91.3% of all U.S. prescriptions are dispensed in retail pharmacies.⁴

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¹ Number of pharmacists with certificates from the APhA Pharmacy-Based Immunization Delivery program. Journal of the American Pharmacists Association March 2017
² Convenient Care Association
³ Consumer Healthcare Products Association, 2015
⁴ Based on 2016 values of Count of Rx written in Chain, Mail, Food, and Independent vendors (4066B) as percent of total 2016 Count of Rx written in U.S. (4453B)
Rx EDGE campaigns have been honored with numerous industry accolades.

Our experience encompasses multiple brands and categories, with a sole focus on Rx products.

75 Categories
85 Manufacturers
155 Brands
3.5 million information dispensers installed
4.8 million incremental prescriptions generated
Solutions at the Shelf™ programs are available in multi-week cycles throughout the year.

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Implement your program in alignment with other marketing activities or according to product launch timing, seasonality, and other factors.
For more information, contact Michael Byrnes at 610.431.7606 or michael.byrnes@rx-edge.com