



Multichannel Marketing Meets a Game-Changing Healthcare Spot

East Dundee, Illinois, February 8, 2017 - Rx EDGE Pharmacy Networks, a leading provider of media solutions through the retail pharmacy, announces the publication of a new white paper "[Multichannel Marketing: Focusing on a Healthcare Destination](#)" which was developed to help pharmaceutical marketers understand the value of the pharmacy in connection with other marketing channels.

Orchestrating a multichannel strategy takes time and resources, both of which are at a premium in today's pharma marketing staffs. This white paper acknowledges the unique constraints faced by pharmaceutical marketers and highlights some of the multichannel strategy components that matter the most:

- Capacity for geographic and demographic targeting
- Alignment with the patient's treatment progression
- Trustworthiness as a platform for the delivery of health-related messages
- Ease of message delivery and "user friendliness" of the communication format
- Quality of the potential patient interaction
- Measurement: ability to draw a straight line from the channel to the result

The white paper makes an excellent case for the retail pharmacy as a healthcare destination pharmaceutical marketers cannot afford to overlook: The consumer's contact with the pharmacy is part of the all-important treatment continuum.

"Considering the number of media choices that are available to healthcare consumers today, marketers need to focus on using channels will reach people when they are looking for solutions, likely to be receptive to the message, and motivated to take action," says Kathleen Bonetti, EVP Marketing for Rx EDGE®. "Reaching the right consumers through their preferred channels—including the pharmacy—is an important step in creating a well-informed patient who will interact successfully with the healthcare system."

To download a copy of the white paper, visit rx-edge.com.

About Rx EDGE Pharmacy Networks:

Rx EDGE Pharmacy Networks delivers consumer marketing programs through a network of over 28,000 chain drug, mass, supermarket and independent retail pharmacies. Since its inception in 2000, more than 155 brands from 85 pharmaceutical manufacturers encompassing multiple therapeutic categories have counted on Rx EDGE to help them achieve brand awareness and patient education goals. Rx EDGE Pharmacy Networks is a business unit of LeveragePoint Media, East Dundee, Ill. Visit www.rx-edge.com.

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