



Industry Experts to Present Innovative Communication Solutions at 5th Annual Patient Adherence and Engagement Summit

East Dundee, IL, February 20, 2017 - Jim O’Dea, President and CEO, Rx EDGE Pharmacy Networks, and Diana Blazek, RPh, Clinical Services Coordinator for Kmart Pharmacy and a Certified Immunizer, will discuss ways to transform patient communication and elevate the pharmacy’s role in patient care at the 5th Annual Patient Adherence and Engagement Summit. The conference will be held in Philadelphia, PA on March 21-22, 2017 at the Sheraton Philadelphia University City Hotel.

A “dynamic duo”, Mr. O’Dea and Ms. Blazek will share proven strategies for engaging, motivating and educating patients when and where they are searching for healthcare solutions. According to Mr. O’Dea, “The path from initial awareness to filling a prescription to adhering to a treatment plan is an intricate one. Today, the pharmacy plays a role in streamlining the process and addressing the challenges that patients face.”

With more than 30 years combined experience in the pharma industry, Mr. O’Dea and Ms. Blazek will focus on the importance of gaining an understanding of the patient’s actions before and beyond diagnosis, discuss how pharmacists can demystify a diagnosis and support treatment and behavioral modifications and help patients when they are open to information and motivated to take action.

Ms. Blazek, who has corporate healthcare experience as well as a long career as a community pharmacist, will share practical examples and discuss the innovations that are happening in the pharmacy today. “We are excited to showcase some of the newest offerings that are driving value-added healthcare and accelerating the pharmacy’s role in patient care,” Ms. Blazek notes. These advancements include screening for acute and chronic conditions, a heightened focus on immunizations, medication synchronization programs and new patient engagement tools.

In addition to the presentation by Mr. O’Dea and Ms. Blazek, other summit speakers include representatives from Merck, Sanofi, Novo Nordisk, Walgreens, Cleveland Clinics, PhRMA and Janssen. With more than 150 registered participants, the summit will provide a unique opportunity to exchange patient adherence and engagement ideas from all stakeholders’ points of view.

More information about the event can be found [here](#).

About Rx EDGE Pharmacy Networks

Rx EDGE Pharmacy Networks delivers pharmaceutical consumer marketing programs through retail pharmacies that include nearly 30,000 chain drug stores, mass merchants, supermarkets and independents. More than 155 brands from 85 pharmaceutical manufacturers encompassing multiple therapeutic categories have deployed Rx EDGE programs since 2000. Rx EDGE Pharmacy Networks is a business unit of LeveragePoint Media, East Dundee, Ill. For more information, please visit www.rx-edge.com.

About Kmart Pharmacy

Kmart, a wholly owned subsidiary of Sears Holdings Corporation, is a mass merchandising company. Headquartered in Hoffman Estates, Illinois, the company operates 400 pharmacies nationwide. For more information, please visit www.kmart.com.

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