



Rx EDGE Pharmacy Networks Announces Strong Results in Prescription Sales for Pharmaceutical Marketers

2016 Results Show Over 737,000 Incremental Prescriptions Generated By Solutions at the Shelf™

August 15, 2017—East Dundee, IL Rx Edge Pharmacy Networks today announced the calendar year 2016 impact of its Solutions at the Shelf™ programs. Connecting patients with informative material delivered on retail pharmacy shelves produced a total of 737,367 additional prescriptions in 2016, generating an estimated \$181 million in financial impact to pharmaceutical brands based on average WAC. That number represents an 18.7% improvement over 2015's incremental prescription figures.

Solutions at the Shelf™ performance data is collected and analyzed by Retail Intelligence, Inc. and validated by Fulcrum Analytics. Fulcrum provides independent verification of the panel-matching procedures that measure the lift in volume across the huge network of pharmacies that participate in Rx EDGE programs. To ensure accuracy, performance figures are based on retailer-supplied prescription sales data, paired with matched test and control groups, and programs are isolated from seasonal and market forces.

“Since our inception as a direct-to-consumer marketing services provider for the pharmaceutical industry, we have been focused on measuring and reporting quantifiable results. More recently, we began to look at these results in totality by literally adding up the incremental scripts across participating brands that our programs have been responsible for. When viewed in this manner, the impact is particularly eye-opening,” says Rob Blazek, Rx EDGE Senior VP of Networks and Analytics. “And we’re pleased to have partners that represent the gold standard in measurement methodology backing up our performance figures.”

For more information about Solutions at the Shelf™ and the Rx EDGE methodology that creates meaningful engagement between pharma marketers and patients in the retail pharmacy channel, please visit Rx EDGE in Booth #3816 at NACDS Total Store Expo, or contact Michael Byrnes michael.byrnes@rx-edge.com for an appointment.

About Rx EDGE

Rx EDGE Pharmacy Networks delivers consumer marketing programs through retail pharmacies that include nearly 30,000 chain drug stores, mass merchants, supermarkets and independents. More than 155 brands from 84 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.

Contact:

Kathleen Bonetti

Vice President of Marketing

(847) 879-6036

kathleen.bonetti@rx-edge.com