



## **Rx EDGE Pharmacy Networks Announces Appointment of Three Executive Sales Directors**

**June 5, 2017—East Dundee, IL** Rx EDGE Pharmacy Networks announces the addition of three new hires as Executive Directors, Sales. All bring comprehensive healthcare media backgrounds to Rx EDGE.

**Joanne Carrara** was previously with Accent Health, where as Senior Account Director she was responsible for strategic development, direction, and sales activities in pharmaceutical, OTC, and CPG categories with national coverage. Prior to that, she worked extensively in the healthcare media field at Meredith Corporation, Medizine, Time Warner and McGraw-Hill.

**Dennis Turner** also joins Rx EDGE from Accent Health. His role as Senior Account Director included responsibilities for overall market performance and revenue generation for the company's wellness TV broadcast program for health-focused brand marketers. His previous healthcare marketing background was comprised of business development and sales leadership posts at HealthBridge and Med Ad News magazine

**Chris Caggiano** comes to Rx EDGE from Health Monitor Network, where he managed diverse pharma and agency accounts for the company in his function as Sales Director. His prior experience includes sales management and custom content development positions at major digital and publishing companies across online, print, tablet, mobile and social media platforms.

In their new roles with Rx EDGE, Carrara, Turner, and Caggiano will support all elements of the sales process for Rx EDGE products and services in the pharmacy media channel.

"Our clients will definitely benefit from the fresh ideas and wealth of industry knowledge that Joanne, Dennis, and Chris will bring," said Michael Byrnes, executive vice president of sales for Rx EDGE Pharmacy Networks. "Their unique backgrounds in pharmaceutical media will allow them to genuinely understand our clients' challenges and offer strategic solutions."

Carrara holds a Bachelor of Science degree in Communications from Iona College. Turner is a Business Administration graduate of Rutgers University and Caggiano earned his Business Administration degree from the University of West Virginia.

### **About Rx EDGE Pharmacy Networks**

Rx EDGE Pharmacy Networks delivers pharmaceutical consumer marketing programs through retail pharmacies including nearly 30,000 chain drug stores, mass merchants, supermarkets and independents.

More than 170 brands in 80 different therapeutic categories represented by leading pharmaceutical manufacturers 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.rxedge.com](http://www.rxedge.com).

**Contact: Kathleen Bonetti**

**847-879-6036**

**[kathleen.bonetti@rx-edge.com](mailto:kathleen.bonetti@rx-edge.com)**