



Rx EDGE Pharmacy Networks Wins Silver DTC Ad Award

East Dundee, IL, April 20, 2017 – Rx EDGE Pharmacy Networks is honored to announce that the company, together with client Merck and creative agency Mock5, won the Silver 2017 DTC National Advertising Award for the PNEUMOVAX 23 Solutions at the Shelf™ program in the Best Disease Education Print Campaign category. The 2017 Ad Awards showcase exemplary work spanning multiple pharmaceutical marketing media and strategic categories.

“We’re thrilled to receive this prestigious award” said Kathleen Bonetti, Executive Vice President of Marketing. “The PNEUMOVAX 23 campaign validated the pharmacy’s role as a powerful communication channel for delivering educational messages about vaccinations. We look forward to doing further work in this area and helping vaccine brands increase awareness about risk factors and the benefits of immunization.”

The Awards Dinner was held April 6th during the DTC National Conference in Boston. Entries were judged by DTC Perspectives’ editorial and executive teams. For the complete list of winners, [click here](#).

About Rx EDGE

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.rxedge.com.

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