

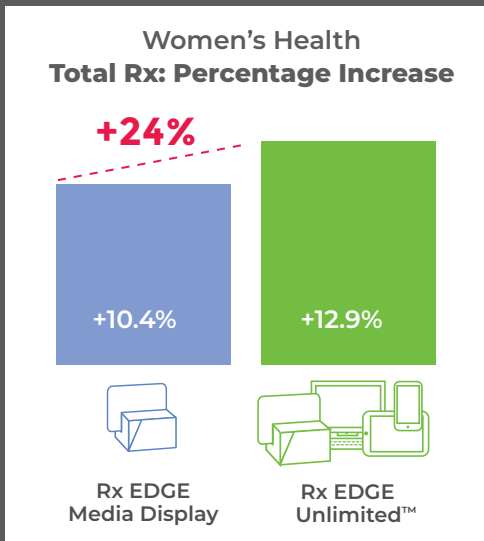


This is the beginning of something **BIG**

Rx EDGE Unlimited™

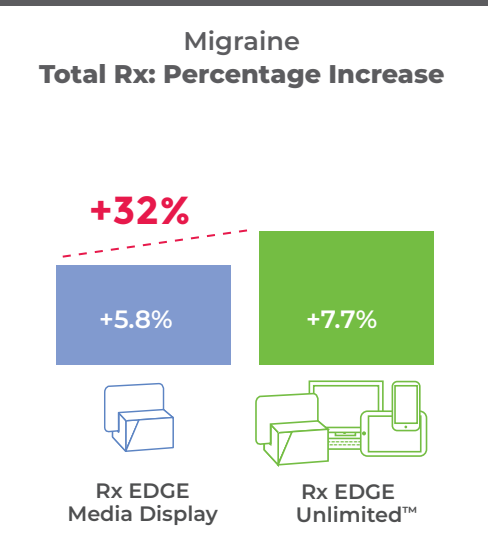
Expanding Impact with a Cross-Channel Solution

By combining our proven in-pharmacy program with a hyper-targeted digital solution, Rx EDGE gives pharmaceutical marketers a better way to reach their patient audiences.



A detailed third-party analysis* of Unlimited™ campaigns in two key categories proves that the Rx EDGE approach to Addressable Digital delivers a significant incremental lift in total Rx volume.

*Results based on matched-panel research conducted by Retail Intelligence, Inc. Total Rx Percentage increase represents incremental scripts over baseline attributable to the Unlimited™ campaign.



Rx EDGE Unlimited™ connects with consumers at the pharmacy and along their healthcare paths.



Media Display programs feature your brand in 23,000+ network pharmacies.



Addressable Digital extends your brand messaging to potential patients wherever they consume digital media.

Data-driven campaigns from Rx EDGE **identify, locate, and activate** target patient populations to reach a more precise audience—while ensuring HIPAA compliance.

Get in on the success!
#SmarterPOC



For more information, contact Mike Byrnes at 610.431.7606 or michael.byrnes@rxedge.com