



Rx EDGE Named Medical Marketing & Media Awards Finalist for Insight EDGE™

East Dundee, IL, September 7, 2016 - Rx EDGE Pharmacy Networks is pleased to announce that the company is a finalist in the Medical Marketing & Media (MM&M) Awards. MM&M publishes editorial content for pharmaceutical and healthcare marketers through its website, a monthly publication, daily newsletters and conference series. The MM&M Awards, held since 2004, honor the best contributions in 31 categories comprising healthcare marketing, communications and media. Client and agency healthcare marketers, serving as judges, first decided on the best 10 entries in each category from hundreds of submissions. Then, they narrowed the field to the top five finalists per category. Rx EDGE is a finalist in the Best Use of Data/Analytics category for *Targeting: A Fundamental Program Planning Element, Informed by Data-Driven Analysis*, based on their Insight EDGE™ platform.

Insight EDGE™ is an analytics-based platform designed to ensure that brand messages delivered through the company's Solutions at the Shelf™ program reach their intended audience. This enhanced suite of data resources involves a systematic approach that yields more comprehensive and precise program targeting. "One distinct advantage of Insight EDGE™ is that it gives brands the opportunity to layer-in a number of factors in combination to determine how to optimize the Rx EDGE national network to reach current as well as prospective patients," says Rob Blazek, Rx EDGE senior vice president of networks and analytics. "It's a highly actionable method of targeting."

Using Insight EDGE™ database resources and client-provided data, geographic locations are optimized. Then, using additional analytical tools, the Insight EDGE™ platform selects the best placement options. The information gleaned from this two-step planning process identifies the best markets and optimal store-section location for in-store pharmacy initiatives.

The MM&M Award winners will be announced on Thursday, October 6, during a black-tie dinner at Cipriani Wall Street in Manhattan, NY. A list of all award finalists can be found in the [August issue](#), starting on page 34. For more information on the awards dinner, please visit <http://www.mmm-online.com/awards/>.

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 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.

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