

Unlimited™ Named One of the Most Innovative Products of 2019 by PM360

December 16, 2019, East Dundee, IL - PM360, a publication for marketing decision makers in the pharmaceutical, biotech, diagnostics, and medical device industries, recently named Rx EDGE's Unlimited™ one of the most innovative products of 2019.



Rx EDGE® Media Network created Unlimited™ with the goal of building a marketing solution broad enough to reach a large number of prospective patients, but agile enough to hyper-target those that meet a client's detailed criteria. Unlimited™ connects with patients at high visibility and high frequency moments at the pharmacy and across all their devices, to reach them throughout their healthcare paths and daily lives. It is the only media solution on the market offering the combined power of Rx EDGE's Media Display shelf device with a unique Addressable Digital component.

"We have created an unprecedented product that helps pharma marketers reach patients with the most relevant pharmaceutical information for their specific health needs," said Nate Lucht, Rx EDGE® Media Network president and chief executive officer. "Rx EDGE's Unlimited™ is off to a great start—the beginning of something big—and we couldn't be happier."

Unlimited™ was selected as part of *PM360's* 8th Annual Innovations Issue published each December. This issue was established to serve as a guide to the year's most innovative Companies, Startups, Divisions, Products, Services, and Strategies from within the healthcare and life sciences industries. This comprehensive overview of the year's most innovative achievements in these six categories helps other companies in the industry to find potential partners and offerings that can help them advance healthcare and life sciences.

"For the past eight years, we have worked to help the industry identify the latest and most exciting advancements that facilitate change in the industry, how it operates, or offer new advancements that better serve patients, doctors, payers, and others involved," says Anna Stashower, CEO/Publisher of *PM360*. "We hope this guide can serve as an important resource for the industry throughout 2020 as we all work to improve the healthcare experience for everyone involved."

PM360 received hundreds of submissions from across the healthcare and life sciences industries. The editorial staff of *PM360* evaluated each submission and selected their picks for the most innovative, regardless of category. Ultimately, 60 total innovations were featured in the issue. Within the Product category, a total of 18 products were featured.

All of this year's selections can be found at: www.pm360online.com/pm360-presents-the-2019-innovators.

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About Rx EDGE® Media Network

More than 70 pharma companies spanning 185 therapeutic categories have leveraged the power of Rx EDGE® Media Network because they recognize the importance of the pharmacy channel as an education and communication channel. Rx EDGE® delivers patients to brands through unique online and in-aisle resources with the potential to reach millions of consumers looking for guidance, health services, and prescriptions across the pharmacy network.

About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting-edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the "360" in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.