

## **Third-Party Analysis Confirms Significant Increases in Patient Follow-Through with the Rx EDGE Unlimited™ Cross-Channel Solution**

*East Dundee, IL. November 20, 2019.* An independent analysis shows that Rx EDGE Unlimited™, a cross-channel marketing solution introduced earlier this year to increase the ability of pharmaceutical marketers to reach their optimal patient audiences, is achieving outstanding results. The Rx EDGE Unlimited™ initiative combines addressable digital ads with media displays at retail pharmacy locations.

Preliminary data shows that the program has generated incremental increases in volume of 24 percent and 32 percent for brands in the migraine and women’s health categories respectively. The analysis was conducted by third-party research provider Retail Intelligence, Inc.

“The Unlimited program capitalizes on a unique blend of ‘always on’ physical assets with hyper-targeted addressable digital outreach, which creates an invaluable educational platform for pharmaceutical marketers,” said Mike Byrnes, executive vice president of sales at Rx EDGE Media Network. “We reach patients at the time of highest-impact with the greatest visibility, and you’re seeing the results.” Privacy-safe resources include store-level transaction data, insights derived from claims data, and additional third-party behavioral, loyalty and geo-location information.

“We see this as a major step in helping patients access the most relevant pharmaceutical information for their health needs,” said Nate Lucht, Rx EDGE Media Network president and chief executive officer. “Rx EDGE Unlimited™ is off to a great start—the beginning of something big—and we couldn’t be happier.”

### **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.

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