



Rx EDGE Measurement Methodology Validated by Fulcrum Analytics

East Dundee, IL, October 5, 2016 - To evaluate the methodology platform that the company uses for measuring the impact of its Solutions at the Shelf™ pharmaceutical marketing programs, Rx EDGE Pharmacy Networks engaged [Fulcrum Analytics](#), an advanced analytics firm based in New York City. Known for their world-class data analytics and technology, Fulcrum Analytics has built a rich history of helping their clients unlock multi-million dollar opportunities with data.

“Quantitative measurement has long been a fundamental element of every Solutions at the Shelf™ initiative that we implement for pharma brands. Since the program’s inception, we have used a matched-panel experimental design methodology, conducted through Retail Intelligence, Inc., to determine impact on brand volume and ultimate return,” said Rob Blazek, Rx EDGE senior vice president of networks and analytics. “In order to make sure that we continue to deliver the most accurate insights possible, we felt it was important to gain an independent perspective on our performance methodology.”

In its verification process, Fulcrum evaluated multiple Rx EDGE programs and independently validated the following key components:

- Overall Rx EDGE/Retail Intelligence, Inc. volume-lift calculation methodology and results
- Stratified sample size selection and sufficiency for statistical validity
- Representativeness of the test panel in installed stores
- Test and control panel-matching procedure

According to Blazek, “This validation process was a fulfilling exercise, and one that I’m glad we undertook, especially in association with a company of Fulcrum Analytics’ caliber. It helped to confirm that the methodology we have been using is sound, and the results we have achieved are conclusive. These are important considerations as we bring recommendations forward to our pharmaceutical clients.”

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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