



Latest research proves impact of Rx EDGE programs for pharma products administered, dispensed outside of the pharmacy

East Dundee, IL, November 4, 2016 - In today's marketplace for drugs that are primarily filled or administered outside of the retail pharmacy, there is now actionable data that measures the effect of place-based campaigns delivered through Rx EDGE Solutions at the Shelf™ programs. Brands in four different vaccine categories – flu, T-dap, shingles, and pneumococcal - achieved significant growth in brand volume as a result of Solutions at the Shelf™ efforts, according to recently-released matched-panel research studies. The flu vaccine brand achieved a lift in prescription volume of 21.2% in a segment where pharmacy accounts for 25% of immunizations delivered. A T-dap brand, with pharmacy representing less than 10% of the brand's total volume, generated an incremental lift of over 7% in test vs. control panels. Programs for the Shingles and Pneumococcal brands produced increases of 6.3% and 6.8% respectively. A complete case-study is available [here](#).

“Most of our Solutions at the Shelf™ efforts to-date have supported traditional drugs that are dispensed in the pharmacy setting. These latest studies show that that our programs work equally well for brands that may be ultimately dispensed or administered outside of the pharmacy,” said Jim O’Dea, president and CEO of Rx EDGE. “This is a huge testament to the power of our program as a communication delivery device that causes people to take action. Millions of current patients, prospective patients, and caregivers walk down the aisles of pharmacies in our network every day. The pharmacy is the perfect setting to deliver practical information and encourage a conversation and follow-up with a doctor and/or pharmacist.”

Specialty brands take note

Rob Blazek, Rx EDGE senior vice president of networks and analytics, pointed out that these results should be of particular interest to marketers of specialty drugs. “Just as many vaccinations take place outside of the brick-and-mortar pharmacy, a large number of drugs in the specialty class flow through specialty pharmacies or are infusion-administered in clinics and hospitals. When marketers are making consumer media selection decisions, the site where a drug is administered or dispensed should be immaterial considerations. The main things to keep in mind are the size and quality of the audience, and the ability to measure the impact. Solutions at the Shelf™ programs deliver on these criteria.”

The vaccine brand study was conducted by Retail Intelligence, Inc., using retailer-supplied vaccine Rx sales data. A Matched-Panel Experimental Design methodology was used, in which the variable (the Solutions at the Shelf™ program) was isolated to the test panel only and rate-of-change in the test panel was compared to the control panel.

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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