

Rx EDGE and PDX partner to offer free health information

By Drew Buono

HOFFMAN ESTATES, Ill. — Pharmacy software giant PDX and Rx EDGE, a direct-to-consumer pharmacy marketing firm, have teamed up to communicate drug and other health care information to patients free of charge at the point of sale.

Under terms of the pact, pharmacies that use PDX prescription dispensing and tracking systems can incorporate the new patient messaging opportunities provided by Rx EDGE into the dispensing process. The integration of PDX with the marketing service will allow pharmacy retailers and suppliers to deliver targeted information about branded pharmaceutical and over-the-counter products directly to consumers.

“By working with Rx EDGE, retailers who currently use the PDX pharmacy system will now be able to offer patients healthcare information directly related to their prescriptions,” said Gary Norman, executive vice president and general manager of Rx EDGE. “We are excited to be working with the industry leader in pharmacy software.”

With this new agreement, the information will be provided once a patient picks up his or her prescription. According to Steven Friedman, vice president of pharmaceutical trade relations for PDX, “After a label is printed out in the pharmacy, another printout will be included in the prescription bag with information about the medication.”

The key is counseling a patient. Both companies say they want patients to be as knowledgeable as possible about the medications they’re taking—a goal they share with PDX’s customer base of more than 11,000 retail pharmacies.

According to Rx EDGE, the content of patient messages will include clinical information, treatment expectations, medication compliance information, additional therapy options and other communications related to the prescription and the patient’s



Pharmacists who use the PDX prescription dispensing system now can offer patients healthcare information from Rx EDGE related to their prescriptions, as the two companies have reached a strategic agreement.

healthcare. Any prescription submitted by physicians via the PDX/Rx.com Webscript e-prescribing engine will be afforded the same opportunities for patient messaging.

“Teaming up with Rx EDGE aligns very well with our goal to reassert the value of pharmacy in health care,” said PDX president Jeff Farris. “Placing relevant information in patients’ hands, at the moment of connection when the prescription is being filled, emphasizes the needs of the patient and values the role of manufacturers. It also represents another significant benefit for retailer locations that use PDX’s pharmacy systems.”

PDX already has its systems set up in such chain pharmacies as Duane Reade, Publix and Shopko. With Rx EDGE, these big chains can get out more information about brand name drugs and OTC products to their customers. Rx EDGE, for its part, has signed marketing agreements with pharmaceutical giants like Merck,

GlaxoSmithKline, Novartis and Pfizer.

As Rx EDGE receives more information about drugs from the manufacturers it has agreements with—and as the marketing firm signs with new companies—the key will be to get the information about these drugs out to as many people as possible. PDX will incorporate those messages into “a one-box solution” with its software, according to Friedman, to simplify the messaging process. PDX’s e-prescribing software, Webscript, will integrate Rx EDGE to continue the relay of information to patients regarding their medications.

For now, the focus is on handing out the information with a prescription. But with all forms of direct-to-consumer media evolving to better connect with and educate patients, the future will include providing more patient-specific information through refill reminders, letters and e-mails.