

Targeted Marketing: Rx EDGE Promotions Result in Increased Prescription Sales



Gary Norman

Executive Vice President and General Manager, Rx EDGE

Looking for a way to increase retailers' prescription sales, Rx EDGE brought the concept of direct-to-consumer pharmaceutical marketing into stores in 2000. The company is now the leading provider of prescription drug information dispensers, which are installed on retailers' shelves and pharmacy counters. Gary Norman, Executive Vice President and General Manager, Rx EDGE, answers questions on how this revolutionary DTC approach benefits the company's 19,000+ store network:

Q: How does the Rx EDGE program work?
By promoting pharmaceutical brands through in-store media like at-shelf and pharmacy counter information dispensers, Rx EDGE helps retailers educate patients about health conditions and related Rx products, communicate balanced and detailed information and motivate discussion with pharmacists.



“Every retailer stands to benefit just by opening its doors to this innovative promotional technique.”

Q: How effective are Rx EDGE promotions?

Rx EDGE promotions contribute to nearly 10% average lift in prescription volume, as measured by an independent research company based on more than 200 tests encompassing 33 different therapeutic categories. Retailers pay nothing to participate and receive a share of placement fees. For their part, pharmaceutical companies achieve an average return on investment of \$6.40 for every \$1.00 — far exceeding the ROI of other marketing vehicles they employ.



Q: How does Rx EDGE reach consumers in a way that traditional advertising, such as television, does not?

Rx EDGE promotions reinforce other vehicles while raising awareness of particular disease states. For example, consumers may see a television commercial but not receive all of the information they need. They also might be treating a condition with over-the-counter medications when a prescription drug could be more effective. Placed near correlative OTC products, information dispensers literally provide in-depth information about particular conditions and the pharmaceuticals developed to treat them. Consumers then take



this information to their doctors and return to stores with prescriptions.

Q: Does Rx EDGE contribute to patient compliance as well?

We know that noncompliance is one of the pharmaceutical industry's biggest issues, and our dispensers are the next best thing to literally grabbing patients in store aisles. In-store education keeps brand awareness high and reinforces the important benefits of taking prescribed medicines. Plus, a pharmacist is nearby to answer any questions.



Q: Loyal pharmacy customers help increase market basket rings. Can Rx EDGE assist?

Studies have proven a 44% to 71% annual increase in front-end spending by pharmacy patient households.* The information conveyed in Rx EDGE dispensers converts many to prescription customers, which increases foot traffic, shopping frequency and front-end sales opportunities. By educating consumers about their options, Rx EDGE builds retailers' reputations as authorities, in turn increasing loyalty.

*Drug Store News/Retailing Today Strategies for Success 2007, ACNielsen HomeScan '06

Q: What does Rx EDGE require of retailers?

Just their permission — it's as easy as that. Rx EDGE offers the ultimate turnkey service to independent pharmacies and chain retailers with pharmacies. We work directly with pharmaceutical manufacturers to create and package the DTC promotions, obtain retailer approval on all programs and install dispensers in designated store locations on a 6-week cycle. Every retailer stands to benefit just by opening its doors to this innovative promotional technique.



For more information about joining our network, contact:
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