



Pharmacy Locator

Live Representatives Help Patients Find Prescriptions at Nearby Pharmacies

PharmaCentra's Pharmacy Locator service helps patients and healthcare professionals identify the local pharmacies that carry (or will order) specified products so prescriptions can be filled. This decreases the patient's frustration and noncompliance while helping maintain brand loyalty throughout the intended course of treatment.

Pharmacy Locator is especially effective for new product launches, controlled substances, supply constraints and voluntary market withdrawals. Miscommunication, office callbacks and brand switching are greatly reduced by providing information to patients and by helping to ease the burden of finding a pharmacy.

Benefits include increased market share, data-driven supply management, enhanced brand loyalty and improved patient persistency, compliance and safe use. Pharmacy Locator becomes even more powerful when integrated with branded website forms, web services, and mobile applications, such as Mobile Health Library™ (MHL).

MHL apps can include video instructions, simplified access to important safety information, podcasts, PDF documents, mobile cards for patient savings and discounts, built-in dosing reminders, direct connects to customer service centers and websites, and direct-to-app real-time updates and alerts.

Customizable Sales Collateral includes sticky pad and flash card.

PharmaCentra designs the brand-specific sticky pad and flash card to be printed by the client and delivered to physician's offices by the client's sales reps. The flash card provides a program overview for the physician, and a sticky note (with the Pharmacy Locator toll-free number) is given to each patient when a prescription is written for the product. The program is promoted on branded copay cards, brochures and websites.

PharmaCentra's Pharmacy Locator provides benefits for patients, healthcare professionals and pharmaceutical companies.

HCPs

- Peace of Mind
- Physician Confidence
- Brand Loyalty
- Keeps patient on Intended Course of Treatment
- Prevents Brand Switching
- Reduces Office Call Backs
- Removes Burden

Patients

- Easy for Patients
- Builds Brand Loyalty
- Alleviates Patient Frustration
- Provides Needed Assistance
- Decrease Patient Abandonment
- Verifies Pharmacy Accepts Patient's Insurance
- White-Glove Service

Pharma

- Presence and Availability
- Prevents Brand Switching
- Creates Urgency to Stock
- Compliance at Point of Purchase
- Inventory Control and Supply Constraint Issues
- Reporting and Analytics
- Increased Market Share

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