



OUR COMPANY

Founded in 2003, PharmaCentra's mission has been to provide customizable marketing and communications programs for pharmaceutical companies, managed care providers, CRO's, hospitals and pharmacies. Our company is staffed by dedicated, highly trained professionals with unique sales and marketing expertise, who create integrated initiatives to help clients share and manage information and resources while enhancing profitability and market share.

- ▶ Offices in the United States and Canada provide multi-lingual and global support.
- ▶ Compliant to both internal and governmental regulations such as GDPR, PCI, and HIPAA.
- ▶ Supports over 150 brands including many of the world's largest managed cared providers, healthcare, clinical research, and pharmaceutical companies.

WHO WE SUPPORT



Pharmaceutical Companies

Comprehensive brand marketing, including patient, physician, and pharmacy outreach



Pharmacies and PBMs

Drive new customers, improve prescription adherence, complete prior authorizations, and improve satisfaction



Clinical Research Organizations

Improve patient recruitment, screening, retention, and site support



Hospitals and Managed Care

Patient care and follow up, including treatment reminders, adherence, and education



Healthcare Providers

Educate HCPs on new products and programs to support patients, while reducing strain on office staff

FEATURED SOLUTIONS

PharmaCentra's program and service offerings include custom solutions designed to improve compliance and persistence through patient education via a multichannel intervention. Our integrated initiatives allow clients to effectively communicate with physicians, pharmacies, patients, and provide needed services and support.



Pharmacy Services

Unlimited support for pharmaceutical brands including Pharmacy Locator, Pharmacy Stocking, and Pharmacy Tele-Detailing services.



WellTouch®

Multi-touch patient persistency program focusing on providing patients with educational messages, resources, and timely refill, treatment, and appointment reminders through scheduled live calls.



PhysicianReach™

Establishes and maintains contact with healthcare professionals in a more convenient, efficient, and cost-effective manner. Great for tele-detailing, lead generation, and formulary announcements to increase market share.



Clinical Trial Recruitment

Highly skilled healthcare specialists with profound experience in patient recruitment and screening increase patient engagement and retention you can focus on research and patient care.



Health Risk Assessments

Improves patient adherence, identifies risks, and reduces healthcare costs by asking the right questions and adhering to provider policies, procedures, and culture.



Telesales

Our custom approach to telesales offers clients an opportunity to tailor outreach programs to their product differentiators, penetration goals, and marketing objectives.



Health Management Services

RNs and LPNs provide patients with essential education, case management, and clinical support to patients, HCPs, and field sales agents.



Pet Services

Pet Care Specialists know exactly how to best market to and communicate with pet care industry professionals and their pet parent customers.