



Technology-enabled Medication Engagement

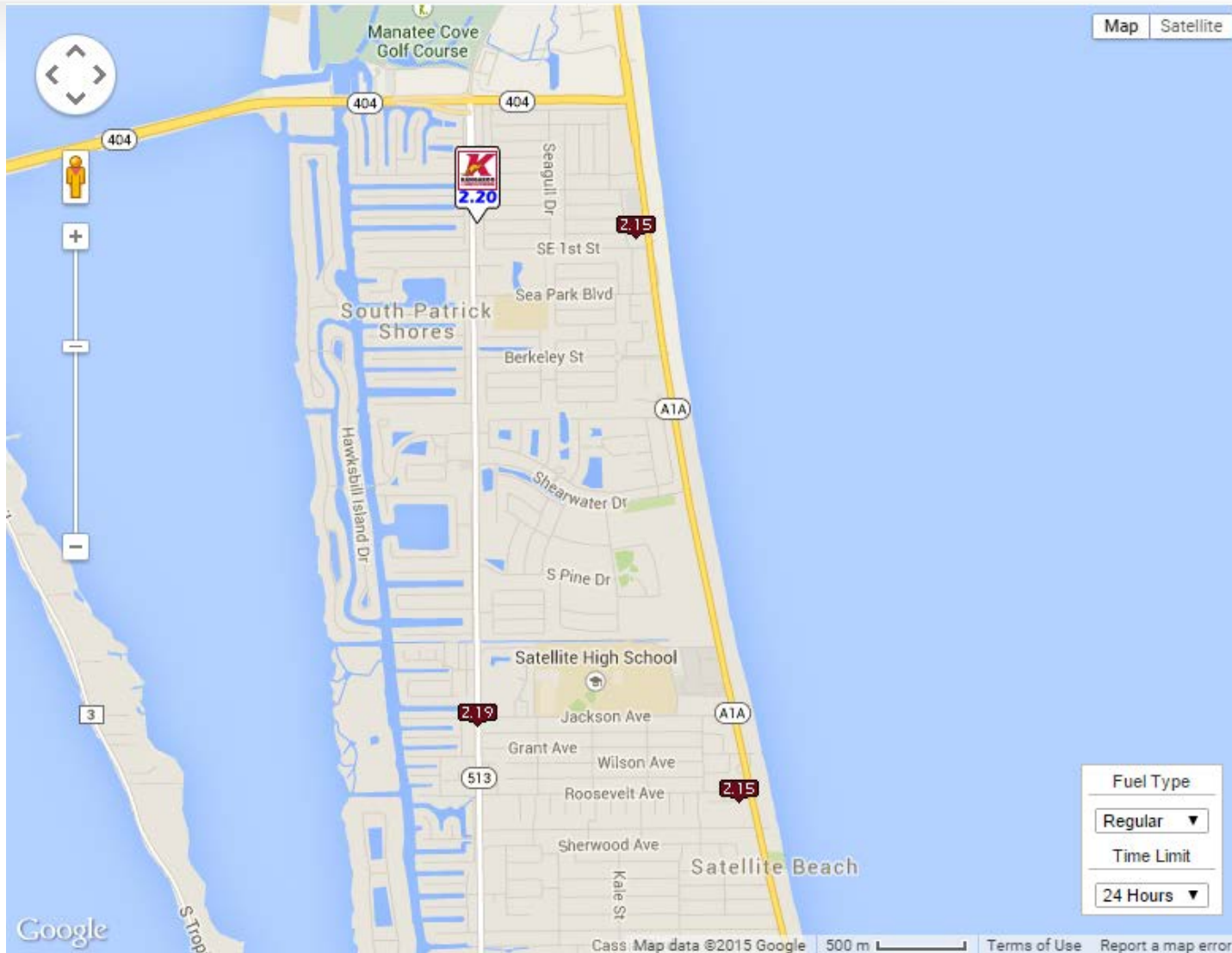
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VP, Business Development

RelayHealth Pharmacy Solutions

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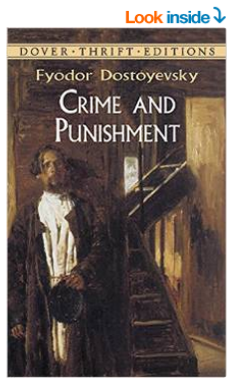
Price-based Consumerism



Value-based Consumerism

Value for price informs purchaser's choice

Crime and Punishment (Dover Thrift Editions) and over one million other books are available for Amazon Kindle. [Learn more](#)



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Crime and Punishment Paperback – August 22, 2001

by Fyodor Dostoyevsky (Author), Constance Garnett (Translator)

★★★★★ 1,061 customer reviews

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The two years before he wrote *Crime and Punishment* (1866) had been bad ones for Dostoyevsky. His wife and brother had died; the magazine he and his brother had started, *Epoch*, collapsed under its load of debt; and he was threatened with debtor's prison. With an advance that he managed to wrangle for an unwritten novel, he fled to Wiesbaden, hoping to win enough at the roulette table to get himself out of debt. Instead, he lost all his money; he had to pawn his clothes and beg friends for loans to pay

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Frequently Bought Together

Informed Engagement

Patient copay & benefit information

Patient-specific
Benefit-specific
Pharmacy-specific
Drug-specific



Visibility into the complexity of drug copay and benefit structure creates the opportunity for value-based, informed decision-making

Information alignment between payer, physician, & pharmacist on behalf of patient

Mock-up for demonstration purposes only, subject to change



92% of Americans live within 1.6 miles of a pharmacy, per the National Association of Chain Drugstores (NACDS)

Many stores are open long hours, including some 24 hour pharmacies

Pharmacies provide convenient access to a trusted caregiver ready to provide targeted counseling, answer questions, and facilitate patient needs

Evolution of the Community Pharmacy

Pharmacist as pill dispenser

- Dispensing medications
- Patient education on medication usage

Pharmacist as a part of the care team

- Care coordination
- Patient engagement
- Readmission prevention
- Data sharing

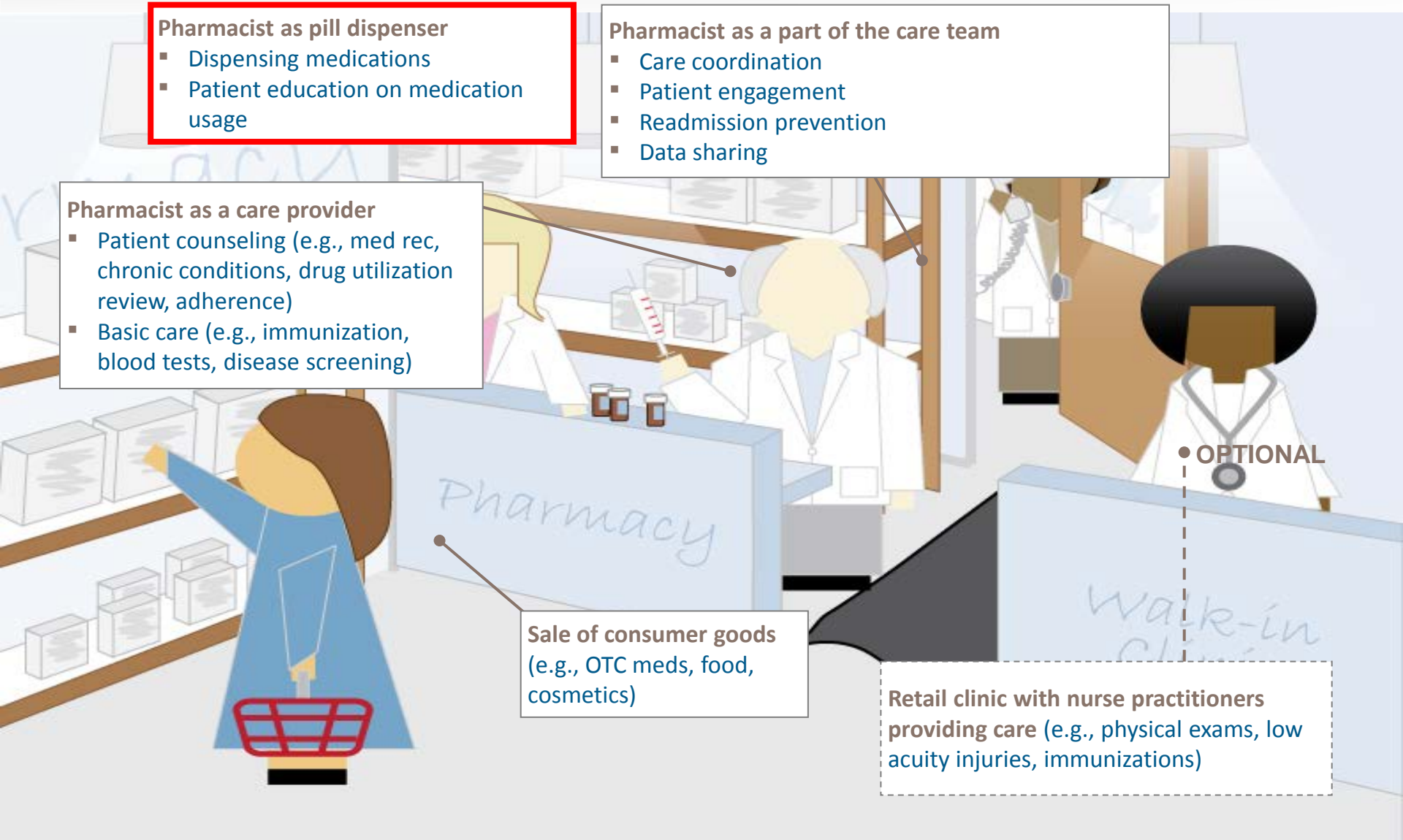
Pharmacist as a care provider

- Patient counseling (e.g., med rec, chronic conditions, drug utilization review, adherence)
- Basic care (e.g., immunization, blood tests, disease screening)

Sale of consumer goods
(e.g., OTC meds, food,
cosmetics)

Retail clinic with nurse practitioners
providing care (e.g., physical exams, low
acuity injuries, immunizations)

• OPTIONAL



Questions & Comments



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