



Keeping Specialty Medications in our Community Pharmacies

## News Release

**FOR IMMEDIATE RELEASE**

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**CSPN Contact: Ed Dillon, President**

866-907-2776

**AdherenceRx Contact: Chris Cresswell, CEO**

301-785-1488

### **CSPN and AdherenceRx Launch Strategic Partnership to Set New Standards in Medication Adherence and Patient Health Outcomes**

*Deliver Better Patient Outcomes and Lower Healthcare Costs*

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Alexandria, Virginia – As part of its commitment to provide patients and pharmaceutical manufacturers with the most comprehensive and cost-effective support system, the Community Specialty Pharmacy Network (CSPN) announced today a new agreement with AdherenceRx, LLC ([www.adherencerox.com](http://www.adherencerox.com)).

AdherenceRx™ is a healthcare technology company specializing in the integration of behavioral and clinical evidence-based patient support services to improve medication adherence and patient health outcomes.

“AdherenceRx’s comprehensive approach to changing patient behavior leverages the methodology of behavior science with emerging patient communication technologies to deliver high-impact, cost-effective and sustainable medication adherence. This extends the pharmacist-patient relationship, provides for a continuum of care beyond our traditional clinical interventions... and raises the bar to an unprecedented level,” noted CSPN President Ed Dillon.

#### **Applying Behavioral Science to Medication Adherence**

A patient’s behavioral challenges, knowledge, skills and confidence – all of which play a vital role in one’s ability to manage their personal health – can now be matched with “trusted” pharmacists’ clinical interventions and preferred communication modalities to provide unprecedented patient support and longitudinal performance measurements. These new capabilities can be applied to existing and future medication adherence and “gaps-in care” contracts with pharmaceutical manufacturers, health plans, PBMs, and improve to improve patient health outcomes.

#### **Emerging Technologies Drive Cost-Effective Patient Communication**

One of the industry’s biggest challenges has always been maintaining a relationship with patients in between physician and/or pharmacy visits. Through this new partnership, algorithmic and “live” patient coaching and interventions will be extended beyond the pharmacy to include internet, telephone, mobile SMS and mobile-activated, HIPAA-compliant communications. These patient communications can also include digital and interactive patient education, patient surveys, dynamic patient incentives and even transfers of biometric data.

100 Daingerfield Road, Suite 400B, Alexandria, VA 22314

(p) 1.866.907.2776 / (f) 703.842.0849

Here are a few examples:

- ✚ 2-way SMS communications of relevant & actionable behavioral, clinical and financial communication
- ✚ Extrinsic data integration & triggering
- ✚ Double opt-in to accelerate SMS patient enrollment
- ✚ Integration with E-Prescribing for enrollment at point-of-prescribing and “closing-the-loop” with physicians

“The bottom line is that this partnership now gives us the capability to deliver and report on virtually all types of patient interventions across all communication modalities”, comments Ed Dillon.

### **Patient Outcomes**

“Our research demonstrates that we can generally boost drug adherence by as much as 50 percent in the first six months of program participation and even higher over a 12-18 month period,” notes AdherenceRx CEO, Chris Cresswell. “We can only expect that this rate will increase as a result of our new partnership with CSPN.”

**CSPN** is a national network of more than 150 community-based specialty pharmacies that provide a unique distribution channel which allows immediate availability of critically required specialty medication, delivered by compassionate, highly competent professionals. Our comprehensive approach in managing our patients multiple disease states improves their outcomes, resulting in the reduction of costs over the term of their illness.

**AdherenceRx™** ([www.AdherenceRx.com](http://www.AdherenceRx.com)) is a healthcare technology company specializing in the integration of behavioral and clinical evidence-based patient support services to improve medication adherence and patient health outcomes. Our comprehensive approach to changing patient behavior is based on leveraging the methodology of behavior science with emerging communications technologies to deliver high-impact, cost-effective and sustainable results.