CarePoints Reference
and User Guide
Welcome
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CarePoints® Patient Messaging Program

Your Pharmacy Software Vendor (PSV) is partnered with PDR® and is pleased to announce the availability of the CarePoints patient messaging program. CarePoints is a targeted, point-of-dispensing messaging program that includes sponsored messages, patient education, and medication guides for you to provide to your patients when they pick up their prescriptions. The final component, ValueAdd, provides complimentary in-store promotion that drives customer loyalty.

The intent of CarePoints messaging is to provide:

- patient education
- support to help improve medication adherence
- improved health outcomes
- patient engagement and customer loyalty

All CarePoints and MedGuide messages print from your pharmacy printer on plain white paper and are collated with the label, prescription information, and/or drug monograph. All printouts should be included with the medication at the time of dispensing for customer pickup.

We know that you will find the CarePoints patient messaging program to be a valuable resource for your patients and your business.
**CarePoints®**

Triggered at the point-of-dispensing, CarePoints delivers personalized patient messaging to improve adherence, improve health outcomes, and create incremental revenue opportunities.

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**Continue to take MELAVIN (melavinus) as prescribed.**

- MELAVIN® helps lower cholesterol in your blood. It lowers LDL-C ("bad") and triglycerides in your blood while raising HDL-C ("good")
- MELAVIN blocks the enzymes in the liver responsible for making cholesterol. This results in the liver picking up more cholesterol from the bloodstream
- Melavin should be taken once a day, with or without food

**By taking MELAVIN, on time as prescribed by your doctor, you’re lowering your high cholesterol.**

**IMPORTANT SAFETY INFORMATION**

MELAVIN® (melavinus) tablets are not for everyone, including anyone who has previously had an allergic reaction to MELAVIN. It is not for those with liver problems. And it is not for women who are nursing, pregnant, or may become pregnant.

If you take MELAVIN® (melavinus) tablets, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of rare but serious muscle side effects. Tell your doctor about all your medical conditions and all medications you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before starting MELAVIN and during your treatment if you have symptoms of liver problems. Tell your doctor if you have diabetes. Elevated blood sugar levels have been reported with statins, including MELAVIN.

Common side effects are diarrhea, upset stomach, muscle and joint pain, and changes in some blood tests.

Patients should always ask their doctors for medical advice about adverse events.

The FDA has established a reporting service known as MedWatch where healthcare professionals and consumers can report serious problems they suspect may be associated with the drugs and medical devices they prescribe, dispense, or use. Visit MedWatch or call 1-800-FDA-1088.

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**Build Patient Relationships**

Provides a conduit to patients at a critical teaching moment with timely therapy and educational information.

**Drive Better Health Outcomes**

Improves patient outcomes through education and messaging
- Compliance through persistency
- Adjunctive treatments
- Copay reduction
- Informed options

**Drive Incremental Revenue Streams**

- Direct revenue from delivery of messages
- Greater script volume due to increased adherence
- Increased store loyalty and front-end sales

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**Improve Medication Adherence**

Positively changes patient behavior by delivering personalized messages that feature educational information, refill reminders, and financial incentives.

**Behavior-Based Patient Messaging**
- Transaction messaging (newRx, continuing support, zero fills)
- Adherence messaging (refill reminders, late/lapsed)
What is the most important information I should know about antidepressant medicines.

Antidepressant medicines may increase suicidal thoughts or actions in some people. This Medication Guide is only about the risk of suicidal thoughts or actions. Some people have had suicidal thoughts or actions when taking an antidepressant medicine. This Medication Guide is only about the risk of suicidal thoughts or actions.

1. Antidepressant medicines may increase suicidal thoughts or actions.

2. Antidepressant medicines may increase the risk of having a very rare but potentially life-threatening condition. Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

3. Some babies should not get this vaccine.

4. Risks of a vaccine reaction.

5. Rotavirus vaccine.

6. Recommended doses of rotavirus vaccine.

7. Some babies should not get this vaccine.

8. Risks of a vaccine reaction.

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100. Risks of a vaccine reaction.
**ValueAdd**

Improve customer loyalty with in-store events and initiatives

Complimentary, customized messaging system for promoting clinics, in-store screenings, and special offers. The program can be easily turned on and off at your discretion. Patient targets and number of prints per patient are also user-controlled. At no cost to you, PDR designs and loads messages into the system for deployment.

ValueAdd allows a pharmacy to provide customized, targeted patient communication:
- Drives additional business
- Complimentary for CarePoints subscribers
- Builds customer loyalty
- Messages are customizable
- Standard template library available for immediate use and distribution

**Message Examples**
- Welcome letter for new patients
- In-store promotions
- Patient questionnaires, surveys, and counseling documents
- Immunization administration and health testing
- Vitamin depletion

**Print Trigger Examples**
- NDC, drug name or therapeutic class
- Age / gender
- Fill history
- Print frequency by customer (every fill, monthly, quarterly, etc.)
How to Submit a ValueAdd Request

Getting started in a few easy steps:

• Email valueadd@pdr.net to get a library of sample templates
  • If the template you prefer is not available, please submit your own ad copy and graphics for PDR to create your custom message

• Include the ad copy message you wish to print
  • Contact name
  • Contact phone
  • Location name
  • Location NPI code
  • Your software vendor

• Select the **print triggers** for each message:
  • Targeted prescription(s)
  • NDC, drug name, or therapeutic class
  • Age range / gender
  • States / locations
  • Fill history
  • Print frequency by customer (every fill, monthly, quarterly, start/end dates, etc.)

Please send your completed request to valueadd@pdr.net
1. GENERAL CAREPOINTS QUESTIONS:

What is CarePoints?
The CarePoints program includes sponsored messages targeted and generated for individual patients based on several factors, including disease state, medication history, and refill sequence. Patients may receive a message that increases compliance by reminding them of upcoming refills, letting them know when they are overdue for a refill, or alerting them when they have no refills remaining. Other CarePoints messaging reinforces compliant behavior by printing educational messages welcoming them to therapy or for continuation of therapy.

Since CarePoints is already integrated with the software system, the messages are generated based on the filling history of your patients. All messages generated are relevant to their disease state or medications that they are prescribed. Currently, all CarePoints sponsored messages are designed to target brand drugs.

2. HOW DOES THE CAREPOINTS PROGRAM WORK?

When do CarePoints messages print?
CarePoints messages do not print on every prescription and only print on about 5% of prescriptions. With every prescription that is filled, a message is sent to the CarePoints centralized system to check if there is a program for the patient; if there is, the CarePoints message will be programmed to print at the same time the label or monograph prints.

Can I control the frequency that CarePoints messages print?
We automatically limit the number of CarePoints messages per the sponsor’s direction. Contact your software vendor if you would like to deny a specific program or adjust MedGuide and VIS settings.

Will CarePoints messages only print for the drug being dispensed?
The majority of the CarePoints messages that print will be Compliance messages. One type of Compliance message is called an “Off-Cycle” message. The CarePoints system maintains a database of every patient’s filling history. This database allows the system to target customers based on an upcoming refill; additionally if a patient is late on getting their prescription refilled, CarePoints may remind them to make sure to stay on therapy.

An example of an Off-Cycle message: A patient is on a particular medication such as Advair. That patient visits the store to get another prescription filled, but their Advair refill is due in a few days or is past due. This patient may get a CarePoints message reminding them not to forget to refill their Advair prescription.

The messages are always therapeutically relevant to the patient.
Why do CarePoints only print on certain drugs?
We solicit sponsorship for certain drugs and triggers associated with that program. We only print when necessary.

Do CarePoints messages print on generic drugs as well as brands?
The program sponsor decides when messaging is relevant. The questions above describe when a program may print on a generic dispense. Additionally, we obtain sponsorship from Consumer Goods and OTC vendors. Information on their offerings may print on generic dispenses.

3. IN THE PHARMACY WORKFLOW:

What is the pharmacy staff’s role/responsibility for the CarePoints program?
The pharmacy’s role is to distribute CarePoints messages to the patient along with their prescription, and ideally to have a related discussion with the patient. Each CarePoints message will include the pharmacy name and address and the patient’s name.

Will the CarePoints program slow down or interfere with my workflow?
The messages are automatically collated with the printing of the prescription label and monograph, so it is completely seamless to the current workflow and provides minimal disruption. Communication with the central CarePoints system happens in real time and takes less than a second to complete.

4. COSTS AND OPT-OUTS:

How much does the CarePoints program cost the pharmacy?
Nothing! In fact, you will generate revenue for participating in this program. Every time a sponsored message prints, you will be paid to include it with the prescription for pick up. The amount that you receive will more than pay for the cost of paper and toner. Your payments will be received quarterly directly from the software vendor.

Also, there is no obligation to participate. If you decide that you no longer want to participate in this program, you can cancel the service at any time.

How can a patient opt-out of the CarePoints program?
At the bottom of each CarePoints message is an opt-out line. The customer can call the number listed (1-877-345-1601) and follow the instructions they receive on the phone.
Contact Information

For all CarePoints questions:
Email: Retail.Sales@PDR.net
Phone: 888-501-1669 (Toll-Free)

Submit ValueAdd requests to:
Email: ValueAdd@PDR.net