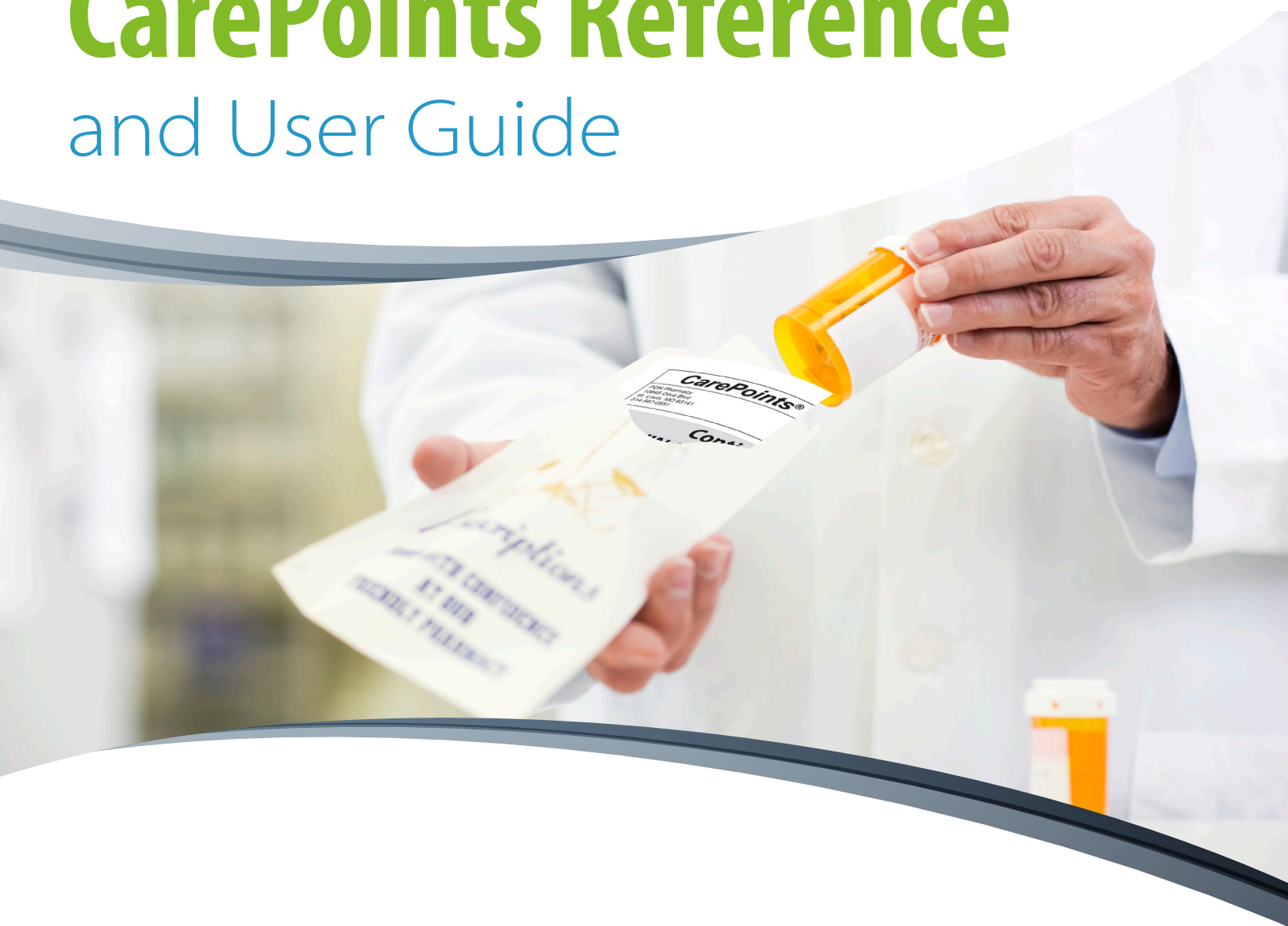




CarePoints Reference

and User Guide



Welcome

Welcome



Table of Contents



Program Letter ————— 4

Program Components

CarePoints ————— 5

MedGuide/Vaccine
Information Statements — 6

ValueAdd ————— 7

How to Submit a
ValueAdd Request ————— 8

FAQs ————— 9

Contact Information ————— 10



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.


CarePoints® *information for your health®*

PDR Pharmacy
1234 PDR Drive
Montvale, NJ 07645
555-345-5789

Exclusively For: John B. Healthy
Rx: 98765
Date: January 1, 2016
Message ID: 12345678-4567

**Continue to take
MELAVIN (melavimus) 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

**Melavin**

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

IMPORTANT SAFETY INFORMATION

MELAVIN® (melavimus) 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® (melavimus) 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.

©2016 PDR Pharmaceuticals St. Louis, MO 63141.
MELAVIN® is a registered trademark of PDR Pharmaceuticals, the sponsor of this message and no information about you is provided to the sponsor.
If you do not wish to continue receiving this information, call 1-877-345-1601.

Report Problems to the Food and Drug Administration 

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

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)



MedGuide | VIS documents

Educate patients on the medications they are taking and meet FDA and CDC regulatory requirements, supported and maintained at no cost to you

MedGuide™ *information for your health™*
powered by CarePoint®

PDR Pharmacy
1234 PDR Drive
Montvale, NJ 07645
555-345-6789

Exclusively For: John B. Healthy
Rx: 98765
Date: January 1, 2016
Message ID: 12345678-4567

MEDICATION GUIDE
**Antidepressant Medicines, Depression and other Serious
Mental Illnesses, and Suicidal Thoughts or Actions**

Read the Medication Guide that comes with your or your family member's antidepressant medicine. This Medication Guide is only about the risk of suicidal thoughts and actions with antidepressant medicines. **Talk to your doctor or your family member** about these risks and benefits.

- all risks and benefits
- all treatment choices

What is the most important information I should know about antidepressant medicines?

1. Antidepressant medicines can increase suicidal thoughts or actions in some people, especially when they are first started or when the dose is changed.
2. Depression and other serious mental illnesses can sometimes worsen over time.
3. How can I watch for and prevent changes in my depression or other mental illness?
 - Pay close attention to changes in mood, behavior, or thoughts.
 - Call the health care provider if you have concerns.

Call a health care provider if you have any of the following symptoms, or if you are worried about them:

- thoughts about suicide or dying
- attempts to commit suicide
- new or worse depression
- new or worse anxiety
- feeling very agitated or restless
- panic attacks
- trouble sleeping
- new or worse irritability

VACCINE INFORMATION STATEMENT

Rotavirus Vaccine
What You Need to Know

Many Vaccine Information Statements are available in Spanish and other languages. See www.imzimate.org/vi.
Hojas de información sobre vacunas están disponibles en español y en muchos otros idiomas. Visite www.imzimate.org/vi.

1 Why get vaccinated?

Rotavirus is a virus that causes diarrhea, mostly in babies and young children. The diarrhea can be severe, and lead to dehydration. Vomiting and fever are also common in babies with rotavirus.

Before rotavirus vaccine, rotavirus disease was a common and serious health problem for children in the United States. Almost all children in the United States had at least one rotavirus infection before their 5th birthday.

Every year before the vaccine was available:

- more than 400,000 young children had to see a doctor for illness caused by rotavirus,
- more than 200,000 had to go to the emergency room,
- 55,000 to 70,000 had to be hospitalized, and
- 20 to 60 died.

Since the introduction of the rotavirus vaccine, hospitalizations and emergency visits for rotavirus have dropped dramatically.

2 Rotavirus vaccine

Two brands of rotavirus vaccine are available. Your baby will get either 2 or 3 doses, depending on which vaccine is used.

Doses are recommended at these ages:

- First Dose: 2 months of age
- Second Dose: 4 months of age
- Third Dose: 6 months of age (if needed)

Your child must get the first dose of rotavirus vaccine before 15 weeks of age, and the last by age 8 months. Rotavirus vaccine may safely be given at the same time as other vaccines.

Almost all babies who get rotavirus vaccine will be protected from severe rotavirus diarrhea. And most of these babies will not get rotavirus diarrhea at all.

The vaccine will not prevent diarrhea or vomiting caused by other germs.

Another virus called porcine circovirus (or parts of it) can be found in both rotavirus vaccines. This is not a virus that infects people, and there is no known safety risk. For more information, see www.fda.gov/BiologicsBloodVaccines/Vaccines/ApprovedProducts/ucm205547.htm.

3 Some babies should not get this vaccine

A baby who has had a life-threatening allergic reaction to a dose of rotavirus vaccine should not get another dose. A baby who has a severe allergy to any part of rotavirus vaccine should not get the vaccine. *Tell your doctor if your baby has any severe allergies that you know of, including a severe allergy to latex.*

Babies with "severe combined immunodeficiency" (SCID) should not get rotavirus vaccine.

Babies who have had a type of bowel blockage called "intussusception" should not get rotavirus vaccine.

Babies who are mildly ill can get the vaccine. Babies who are moderately or severely ill should wait until they recover. This includes babies with moderate or severe diarrhea or vomiting.

Check with your doctor if your baby's immune system is weakened because of:

- HIV/AIDS, or any other disease that affects the immune system
- treatment with drugs such as steroids
- cancer, or cancer treatment with x-rays or drugs

4 Risks of a vaccine reaction

With a vaccine, like any medicine, there is a chance of side effects. These are usually mild and go away on their own. Serious side effects are also possible but are rare.

Most babies who get rotavirus vaccine do not have any problems with it. But some problems have been associated with rotavirus vaccine:

Mild problems following rotavirus vaccine:

- Babies might become irritable, or have mild, temporary diarrhea or vomiting after getting a dose of rotavirus vaccine.

- Easy-to-read formatted documents
- Designed to minimize resources required in your pharmacy
- Integrated with your pharmacy system to allow for seamless distribution

Forms are printed at point-of-dispensing, allowing pharmacies to increase compliance and workflow efficiencies

- Ensure Compliance
 - Meets FDA and CDC regulations for printing
 - PDR actively monitors the FDA and CDC for current documents and completes updates within 14 days.
 - PDR formats materials and utilizes available white space to significantly reduce the number of pages per document
 - All programs are set up for duplex printing

6

CarePoints Reference and User Guide

ValueAdd

Improve customer loyalty with in-store events and initiatives

CarePoints® <i>information for your health™</i>	
[Inject: Pharmacy Name] [Inject: Pharmacy Address] [Inject: Pharmacy Address 2] [Inject: Pharmacy Phone]	Exclusively for: [Inject: Patient Name] Rx #: [Inject: Rx#] Date: [Inject: Date] Message ID#: [Inject Message ID#]

Welcome!

As a new in providing medication. Sincerely, Your Pharmacist

Benefit

- Enjoy the your pharmacy you shop.
- Our health drugstore
- Our store a low price

10a

CarePoints® <i>information for your health™</i>	
[Inject: Pharmacy Name] [Inject: Pharmacy Address] [Inject: Pharmacy Address 2] [Inject: Pharmacy Phone]	Exclusively for: [Inject: Patient Name] Rx #: [Inject: Rx#] Date: [Inject: Date] Message ID#: [Inject Message ID#]

VITAMINS FOR DAILY WELL BEING



Why should you take vitamin supplements?

Vitamins are essential nutrients that contribute to a healthy life. Although most people get all the vitamins they need from the foods they eat, millions of people worldwide take supplemental vitamins as part of their health regimen.¹

Your body uses vitamins for a variety of biological processes, including growth, digestion, and nerve function. There are 13 vitamins that the body absolutely needs: vitamins A, C, D, E, K, and the B vitamins (thiamine, riboflavin, niacin, pantothenic acid, biotin, vitamin B-6, vitamin B-12 and folate).¹

Multivitamins come in regular tablets, chewable tablets, capsules, and oral liquid. They are usually taken once a day. Follow the directions on your prescription label.

or package label carefully, and ask your doctor or pharmacist to explain any part you do not understand. Take multivitamins exactly as directed.²

¹ fda.gov ² nih.gov

Visit the vitamin aisle at your local pharmacy.
Ask your pharmacist for more information if you have questions about vitamins.

If you do not wish to continue receiving this information, call 1-877-345-1601.

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

CarePoints®

FAQs



Table of Contents:

1. General CarePoints questions
2. How does the CarePoints program work?
3. In the pharmacy workflow
4. Cost and opt-outs

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