



CarePoints Reference and User Guide



The Crossings at Jefferson Park
200 Jefferson Park | Whippany, NJ 07981
©2017 ConnectiveRx All Rights Reserved

PDR *by*
ConnectiveRx



Table of Contents

Program Introduction	3
Program Components	
CarePoints	4
MedGuide / Vaccine Information Statements	5
ValueAdd	6
How to Submit a ValueAdd Request	7
FAQs	8
Contact Information	10

CarePoints® Patient Messaging Program

Your Pharmacy Software Vendor (PSV) partnered with PDR, part of ConnectiveRx, 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.



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







Receive direct revenue from delivery of messages, see greater script volumes due to increased adherence and experience 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 support.

Transaction messaging: newRx, continuing support, zero fills

Adherence messaging: refill reminders, late / lapsed

CarePoints® patient savings	
[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#]
 Tips for Taking Your Medication!	
	Important points to know about this medication <ul style="list-style-type: none">• Take Melavin with food; do not take with grapefruit• If you miss a dose by more than 12 hours, just skip it and take your next regularly scheduled dose• Use sunscreen when taking this medication—you may be more likely to experience sunburn.• Talk to your healthcare practitioner immediately if you experience abnormal muscle pain, brown urine or yellowing of skin or eyes
	How this medication works <ul style="list-style-type: none">• Your body produces cholesterol; this medicine reduces the production of cholesterol in your liver.• Reducing cholesterol has been shown to reduce risk of heart attacks and strokes.
	When may results be seen <ul style="list-style-type: none">• Your cholesterol levels will likely go down within a few weeks. Your risk of heart attack may go down within 2 months of starting Melavin therapy.• Your healthcare provider will conduct blood tests to determine the impact of Melavin on the fats/cholesterol in your blood.
Enroll to Access Savings: www.melavin.com/savings or call 1-888-124-4567	
For Patient Resources visit www.melavin.com or call 1-888-124-4567	
	
Includes: <ul style="list-style-type: none">• Links to condition information• Links to disease support groups• Nurse support line• Refill reminders <small>*Terms and conditions apply. Please see next page for Terms and Conditions.</small>	
 Eligible patients* may: pay as little as \$0	
Talk to your healthcare provider if you have any questions about MELAVIN.	
<small>Important Safety Information MELAVIN may cause serious side effects, including: stomach problems—MELAVIN may cause stomach (abdomen) pain, nausea, diarrhea, or vomiting. Tell your doctor about any stomach problems; low blood cell counts—MELAVIN may cause low platelet counts (thrombocytopenia), low red blood cell counts (anemia) and low white blood cell counts (neutropenia). Your doctor should do blood tests to check your blood cell counts regularly during your treatment with MELAVIN. Your doctor should do blood tests to check your liver function regularly during your treatment with MELAVIN. Call your doctor right away if your skin or the white part of your eyes turns yellow (jaundice) or you have dark "tea color" urine. Your body may hold too much fluid (fluid retention). Tell your doctor right away if you get respiratory tract infections, loss of appetite, headache, dizziness, back pain, joint pain, or itching while taking MELAVIN. These may be symptoms of a severe allergic reaction. Please see enclosed Patient Information on the following page. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088. This information was developed and paid for by NEWCO. No information that can identify you has been or will be provided to NEWCO. Melavin® is a registered trademark of NewCo Inc. ©2016 NewCo Inc. 01/17 If you do not wish to continue receiving this information, call 1-877-345-1601. 1 of 2</small>	

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.



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 the point of dispensing, allowing pharmacies to increase compliance and workflow efficiencies.

Use MedGuide / VIS to ensure compliance:

Meets FDA and CDC regulations for printing

Updates are made within a week of manufacturers' drug label changes and completes updates within 14 days

We format materials and utilize available white space to significantly reduce the number of pages per document

MedGuides are about half the pages of the FDA version which minimizes pharmacy resources

All programs are set up for duplex printing

MedGuide™ information for your health™ <small>powered by CarePoints</small>	
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

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, or your family member,	
<ul style="list-style-type: none">• acting aggressive, being angry, or violent• acting on dangerous impulses• an extreme increase in activity and talking (mania)	

VACCINE INFORMATION STATEMENT	
<h2>Rotavirus Vaccine</h2> <h3>What You Need to Know</h3>	
1 Why get vaccinated?	3 Some babies should not get this vaccine
<p>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.</p> <p>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.</p> <p>Every year before the vaccine was available:</p> <ul style="list-style-type: none">• 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. <p>Since the introduction of the rotavirus vaccine, hospitalizations and emergency visits for rotavirus have dropped dramatically.</p>	<p>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. <i>Tell your doctor if your baby has any severe allergies that you know of, including a severe allergy to latex.</i></p> <p>Babies with "severe combined immunodeficiency" (SCID) should not get rotavirus vaccine.</p> <p>Babies who have had a type of bowel blockage called "intussusception" should not get rotavirus vaccine.</p> <p>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.</p> <p>Check with your doctor if your baby's immune system is weakened because of:</p> <ul style="list-style-type: none">• 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
2 Rotavirus vaccine	4 Risks of a vaccine reaction
<p>Two brands of rotavirus vaccine are available. Your baby will get either 2 or 3 doses, depending on which vaccine is used.</p> <p>Doses are recommended at these ages:</p> <ul style="list-style-type: none">• First Dose: 2 months of age• Second Dose: 4 months of age• Third Dose: 6 months of age (if needed) <p>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.</p> <p>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.</p> <p>The vaccine will not prevent diarrhea or vomiting caused by other germs.</p> <p>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.</p>	<p>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.</p> <p>Most babies who get rotavirus vaccine do not have any problems with it. But some problems have been associated with rotavirus vaccine:</p> <p>Mild problems following rotavirus vaccine:</p> <ul style="list-style-type: none">• Babies might become irritable, or have mild, temporary diarrhea or vomiting after getting a dose of rotavirus vaccine.



ValueAdd

Improve customer loyalty with complimentary, customized messages for promoting clinics, in-store screenings and special offers.



CarePoints® information for your health™

[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!

CarePoints® information for your health™

[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?

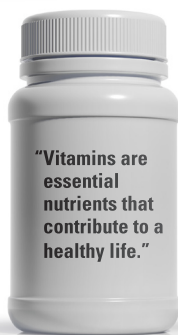
Vitamins are essential nutrients that contribute to a healthy life. Although most people get all the vitamins they need from the foods they eat, millions of people worldwide take supplemental vitamins as part of their health regimen.¹

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.

The ValueAdd 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, we design and load messages into the system for deployment.

ValueAdd allows a pharmacy to provide customized, targeted patient communication.

Drives additional business

Builds customer loyalty

Messages are customizable

Standard template library available for immediate use and distribution

Complimentary for CarePoints subscribers

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:

1. Email valueadd@connectiverx.com to get a library of sample templates.

If the template you prefer is not available, please submit your own ad copy and graphics for us to create your custom message.

2. Include the **ad copy message** you wish to print. Don't forget:

- Contact name
- Contact phone
- Location name
- Location NPI code
- Your software vendor

3. 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.)

4. Send your completed request to [**valueadd@connectiverx.com**](mailto:valueadd@connectiverx.com)



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.

PDR *by* ConnectiveRx

The Crossings at Jefferson Park
200 Jefferson Park | Whippany, NJ 07981
www.connectiverx.com

For all CarePoints questions:

Email: Retail.Sales@ConnectiveRx.com
Phone: 888-501-1669 (Toll-Free)

Submit ValueAdd requests to:

Email: ValueAdd@ConnectiveRx.com