

CLIENT Prescription Solutions

PROJECT Brochure

OBJECTIVE

Introduce highly customized prescription services to injectable medication users

BACKGROUND

As a mail service pharmacy, Prescription Solutions provides medications to 10 million customers. The company handles refill requests by phone or via the web, and offers telephone access so customers can consult with licensed pharmacists as needed.

While this mail service works very well for ongoing maintenance medications in pills or capsule form, an extra level of personalized service is needed for patients who use injectable medications. These medications must be delivered on a strict schedule, packed to arrive at the correct temperature, and be sent with customized supplies such as syringes and sharps containers.

Because these medications may cost thousands of dollars per month, Prescription Solutions can afford to provide insured patients access to a special team available 24/7 to help manage their therapy at no additional cost to the patient.

PROJECT OVERVIEW

This brochure introduces the Prescription Solutions Specialty Pharmacy to AARP members. With copy and imagery that emphasizes freedom, access, and the support of an entire team of professionals, the brochure positions the service as one that can truly improve a patient's level of care without much impact on finances or lifestyle.

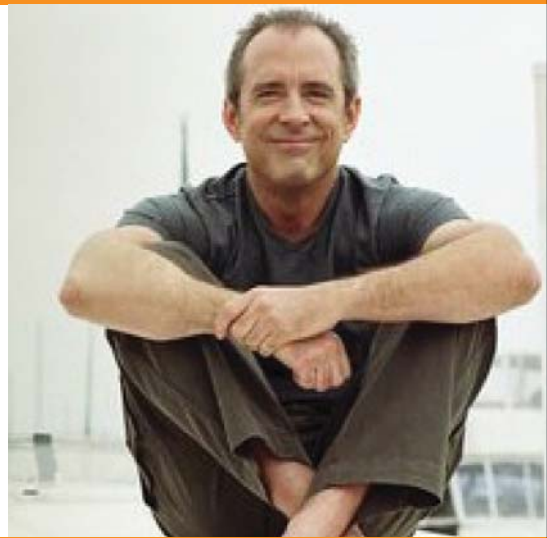


See below for a complete view of this brochure.

Cover

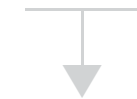
AARP MedicareRx Plans
Insured through UnitedHealthcare

**A Specialty Pharmacy
that takes your
personal needs ...
personally.**



Pages 2 & 3

<p>Your Life, Your Lifestyle</p>		<p>Injectable medication users: A special plan to meet your special needs.</p>	<p>Better health, better living. New therapies make many chronic diseases far more manageable, giving doctors a wider range of treatment options. Indeed, injectable medications offer great promise for keeping you healthy and enhancing your life.</p>	<p>A solution that won't slow you down. Prescription Solutions® Specialty Pharmacy has a better approach. We provide 24/7 access to an entire team of pharmacists and professionals who make it their job to get you the medications you need when you need them.¹</p>
<p>But will it change it your lifestyle? Waiting in line at the pharmacy can be an inconvenience, but with injectables, life becomes even more challenging. Who will answer questions about possible side effects? What about supplies such as syringes and sharps containers? And who will coordinate your specialized needs with your doctor?</p>	<p>And there's no need to change your lifestyle. We'll handle all the details – express delivery,² supplies,³ support, and all your special needs – at no additional charge. Now you can stay healthy and enjoy more freedom to live life on your terms.</p>			



Headline reads:



**Your Life,
Your Lifestyle**



Panel above enlarged


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Pages 4 & 5

<p>Your Freedom</p>		<p>Live your life. Your medications will be there when you need them.</p>	
		<p>Always in touch. Refills made easy. You'll find our proactive approach to personal service a refreshing change to waiting in long lines. No need to remember refills. We handle all of that for you. In fact, you'll receive a friendly call from your Patient Care Coordinator once a week to confirm your refill schedule and to see if there's anything else you need.</p>	
		<p>Delivery to your home, office, or virtually anywhere. You may not always be home, so we can ship your prescriptions overnight to your office - or even your doctor's office if your medications are administered there. Planning a vacation? No problem. With advance notice, we can arrange to send your medications directly to wherever you're staying.</p>	






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 Panel above enlarged

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Pages 6 & 7 (left panel)

An entire support team: Working for you full time.

Your Team	<p>Excellent care takes teamwork. Relax, you're never alone. There's an entire team of professionals behind you, all committed to improving your health and your lifestyle – and always as close as your phone. Whether you have a routine question about scheduling a delivery, or have an urgent need to speak to a pharmacist or registered nurse, we provide answers and even coordinate with your health plan and doctor. And because questions about dosages, side effects, and adverse reactions can't wait, we're available around the clock. Call anytime day or night – your team will be right here ready to help.</p>	 Customer Service Specialist <small>Answers your questions about our specialty services, reviews your needs, and sets up a customized program to meet them.</small>	 Patient Care Coordinator <small>Serves as your primary contact to work with you and your doctor to verify medications, arrange delivery, and identify your special requests.</small>	 Pharmacy Technician <small>Prepares your medications and supplies for prompt delivery, reviews your eligibility for benefits, and coordinates authorization.</small>	 Clinical Pharmacist <small>Supervises all prescriptions, verifies accuracy, maintains contact with your doctor, and answers your medication questions.</small>	 Registered Nurse <small>Offers case review and management services, and advises you on appropriate use of medications to reduce the need for unexpected hospital visits.</small>
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Panel above enlarged (see next page for the panel at right)


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Pages 6 & 7 (right panel)


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Customer Service Specialist
Answers your questions about our specialty services, reviews your needs, and sets up a customized program to meet them.




Patient Care Coordinator
Serves as your primary contact to work with you and your doctor to verify medications, arrange delivery, and identify your special requests.



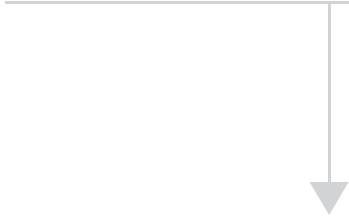
Pharmacy Technician
Prepares your medications and supplies for prompt delivery, reviews your eligibility for benefits, and coordinates authorization.



Clinical Pharmacist
Supervises all prescriptions, verifies accuracy, maintains contact with your doctor, and answers your medication questions.



Registered Nurse
Offers case review and management services, and advises you on appropriate use of medications to reduce the need for unexpected hospital visits.



Panel above enlarged (see previous page for the panel at left)

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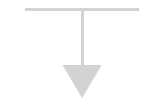
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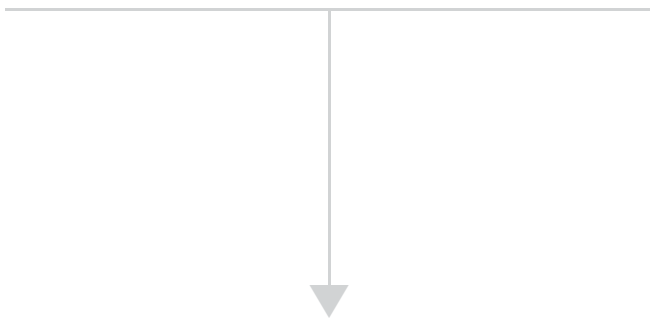
Pages 8 & 9

<p>Your Peace of Mind</p>		<p>Life gets better when you're not worrying about your medications.</p>	<p>Have fun while we look after everything. There are plenty of enjoyable things you can do with your life besides worry about injectable medications. So go do them. Let us handle all the details. We'll coordinate your medications, schedule your deliveries, remind you to reorder, and even arrange for emergency shipments when needed.</p> <p>Answers as close as your phone. Worried about possible side effects? So are we. In fact, we coordinate with your doctor and always have your medication history on file to check for potential reactions and minimize side effects.</p>	<p>But if you're still concerned, give us a call. You can reach us anytime day or night to get answers and advice from a licensed Clinical Pharmacist or Registered Nurse. We can even provide specialized disease therapy management programs for specific conditions.</p> <p>Improved outcomes. A better lifestyle. Today's new injectable medications can help you lead a healthier life. But life gets better yet with the support of an entire team that's dedicated to meeting your special needs. And the best news? You can secure all this peace of mind at no extra charge.</p>
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Pages 10 & 11

Your Access




Service, support, and answers just a toll-free call away – 24/7.

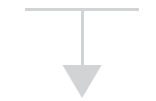
Around the clock access.
Your medication questions can't always wait, so we're always on call. Whether it's 3 p.m. or 3 a.m., you can talk to a knowledgeable professional who can respond quickly and even coordinate with your doctor about changes to your medications or therapy.

Around the clock support.
Remember, you're never alone. We're dedicated to improving your health and lifestyle 24/7. Isn't it good to know there's an entire team working around the clock to give you all of this service and support at no extra charge?

One call is all it takes.
You really *can* live a better life. Find out more by calling Prescription Solutions® Specialty Pharmacy.

Call today:
CALL 1-888-000-0000
TTY 1-888-000-0000





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