

COMMUNITY CARES RX — HEALTHIER PHARMACIES. HEALTHIER PEOPLE.

What is Community Cares Rx?

Developed by Paramount Rx, **Community Cares Rx** is a fully integrated, direct-to-consumer prescription discount program that delivers real results for pharmacies, individuals and the community at large. This tailored and consumer-driven program helps pharmacies generate brand and customer loyalty, boost margins and revenue and give back to those they serve.



Community Cares Rx drives awareness, loyalty and new business opportunities for pharmacies, with complete transparency. It provides immediate savings to millions of American families in need, and strengthens communities and community goodwill by giving people an easier path to affordable prescriptions.

Program Highlights:

REACH MORE CUSTOMERS

Our discount card program and community outreach capabilities help generate positive word of mouth, drive brand awareness and loyalty and ultimately grow the pharmacy customer base. We handle the creation, production, and costs associated with bringing the discount program to market.

GAIN MORE CONTROL

We have firsthand experience with some of the financial and operational challenges that pharmacies face, and we've designed **Community Cares Rx** so that it's easy to integrate with all of your existing loyalty or in-store pricing programs. All cards are pre-activated and offer immediate savings to individuals and their families.

GET ONGOING OPERATIONAL SUPPORT

Our expert customer service team and Help Desk guides partners through not only the implementation of **Community Cares Rx**, but also its day-to-day management. In addition, a suite of user-friendly online tools helps pharmacies quickly identify drug pricing and information. And we reinforce the **Community Cares Rx** program with continued compliance, marketing and public relations outreach and support.

ENHANCED PROFIT POTENTIAL

Community Cares Rx consistently delivers the most strategic and advantageous marketplace pricing. By delivering a lower total cost to the consumer with increased reimbursement to pharmacies, we're able to help our partners stay more profitable while giving consumers easy access to prescription drug savings.

LONG-TERM GROWTH AND PARTNERSHIP

As pharmacies continue to evolve toward, and launch, innovative health care delivery and wellness initiatives, attracting new, and maintaining loyal customers creates opportunities for short- and long-term growth. We are dedicated to aligning consumers' needs with the business goals and focus of pharmacies.

RESULTS YOU CAN MEASURE

Utilizing proven marketing resources and strategies, **Community Cares Rx** puts discount cards into the hands of consumers, giving them access to affordable prescription coverage, driving store traffic to our pharmacy partners and building consumer goodwill in communities.

In short, **Community Cares Rx** improves margins and profitability for pharmacies and creates a path to immediate savings and better health outcomes for consumers.

We created Community Cares Rx because we care.

We care about pharmacies We care about people We care about communities