

mscripts™

Digital patient engagement across America's most trusted pharmacies



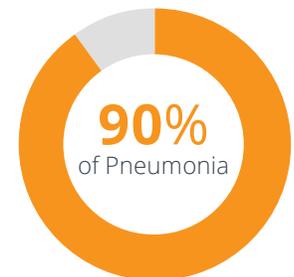
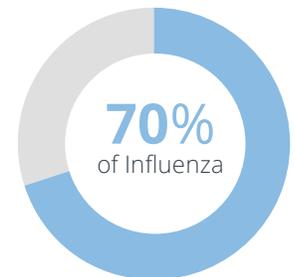
Boost Your Immunization Rates

mscripts has built a one-of-a-kind digital patient engagement engine that targets and drives individuals to receive immunizations through their trusted pharmacy. The offering improves immunization rates by identifying patients eligible for immunizations through predictive analytics and pharmacy dispensing data, alerting those patients to immunization opportunities as they plan their visit to the pharmacy, and providing reporting on the outcomes of the program.

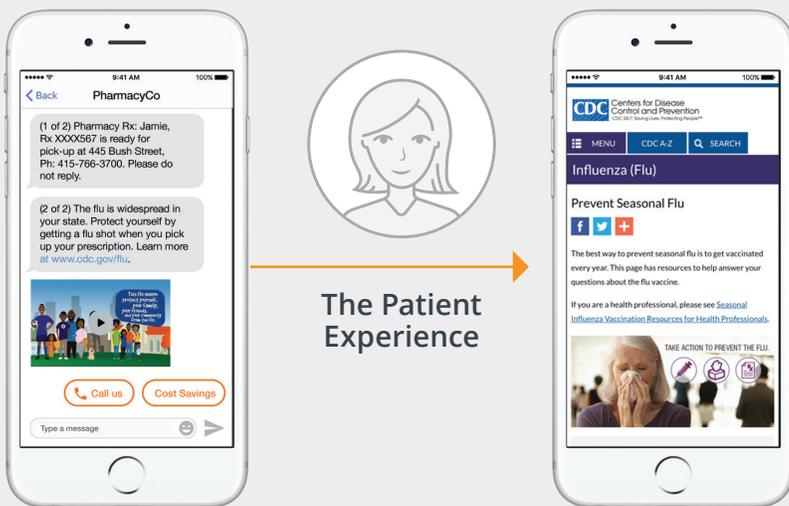
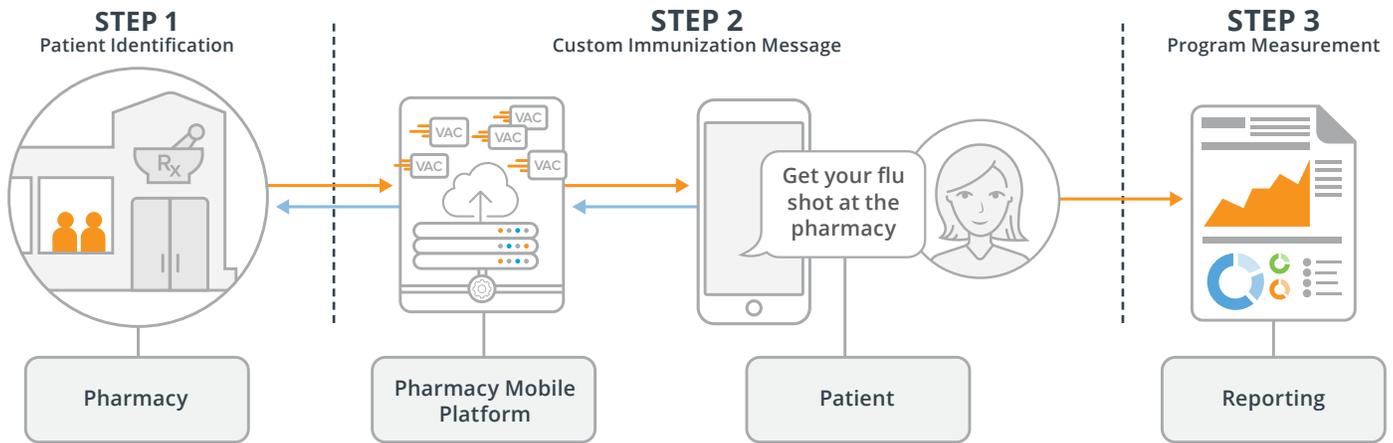
The platform will promote and improve routine delivery of immunizations through tailored educational materials like videos and CDC information. Development and implementation of this digital patient engagement model will be deployed across regional and national chain pharmacies, as well as hospitals nationwide.

The offering will be delivered directly to a patient's phone via the pharmacy's outbound text messaging platform.

Healthy People 2020 Immunization Rate Goals:



"Pharmacies are the number two location for vaccination services, second only to physician offices."



Patients Are Targeted By:

- Single and multi-dose vaccines
- Demographics (age, gender, etc)
- Medication history
- Family accounts
 - Caregiver for children
 - Caregiver for other family members (parents, siblings, etc)
 - Caregiver for other adults

Goals

- ✓ Better outcomes and lower costs associated with preventing disease
- ✓ Improved performance on immunization and preventative health quality measures
- ✓ Increased vaccine delivery to vulnerable populations across multiple geographic locations
- ✓ Better resource management and efficiencies in executing immunization-related goals
- ✓ Help reach the Healthy 2020 performance goals

Questions?

Lara Loveman, Senior Director, Business Strategy
415.349.3535 | lloveman@mscripts.com