



Pharma



Introduction

The Public Service Network (PSN) offers government agencies and nonprofit organizations the ability to communicate health information directly to patients at the precise moment when they are focusing on their health issues — while they are picking up their prescriptions from 18,000 pharmacy counters nationwide. PSN Pharma is HIPAA compliant, ensuring that patient information remains private.

How It Works

- Specific filter data is programmed into the participating pharmacies' point-of-sale computer systems.
- Patients submit their scripts to the pharmacy.
- The pharmacist enters standard prescription information into the pharmacy database.
- When relevant, that prescription information triggers the PSN Pharma database.
- The PSA information is printed out as part of the pharmaceutical instructions and handed to the individual patient with the prescription.

Impressions

Each PSN Pharma campaign runs until 200,000 print PSAs have been delivered to pharmacy customers. Each campaign includes an estimated 300,000 impressions.

How It Targets

Messaging can be targeted to patients based on a variety of criteria, including:

- National Drug Code (NDC)
- Age
- Combination Therapy
- Location
- Gender
- Compliance History
- Rx Sequencing

PSN Pharma Highlights

- Delivery guaranteed by law
- 18,000+ U.S. pharmacy counters
- HIPAA compliant for privacy
- One-to-one messaging
- Demographic/geographic targeting
- Government and Non-profit pricing

The prescription you picked up contains an opioid.

Opioids are medications that can help reduce pain, but they may also result in unpleasant or dangerous side effects.

Rx Pain Medications

KNOW THE OPTIONS • GET THE FACTS

Talk to your health care provider or pharmacist

REMEMBER

- ✓ Ask if there are alternative treatments that may be effective, like physical therapy or non-narcotic medications.
- ✓ Avoid alcohol and illicit drugs when taking prescription pain relievers.
- ✓ Don't change the dosage without talking to your provider.
- ✓ Talk to your provider about how to stop taking pain relievers safely as soon as your treatment is over, and what to do if the medication is not adequately treating your pain.
- ✓ Never share prescriptions with friends or family.



A good patient-doctor relationship is a partnership. You and your doctor can work as a team—along with nurses, pharmacists, and other health care providers—to address your problems with pain and keep you healthy.



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