

ChainDrugStore.net Launches Enhanced Message Targeting

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Alexandria, VA – ChainDrugStore.net recently launched its Enhanced Message Targeting for participating manufacturers and service providers. ChainDrugStore.net has mapped all pharmacies to a wide range of attributes, including geography and purchasing affiliations. This will ensure the proper deliver of timely and highly targeted product and service information.

Manufacturers and service providers can now target communications on the network to pharmacy decision makers based on a combination of the following:

- Type of pharmacy
- Location of pharmacy
- Purchasing affiliation
- NCPDP provider ID

Retail chains, wholesalers and independent pharmacy groups can now assign specific pharmacies to individual ChainDrugStore.net user accounts, allowing regional pharmacy managers and bench pharmacists to isolate the communications important to the pharmacies they work in or manage.

“Our manufacturers and service providers have been increasingly more targeted with their communications, in many instances targeting specific groups of pharmacies based on geography and purchasing affiliation,” said Todd Grover, ChainDrugStore.net’s president. “For example, when a manufacturer has an important formulary win applicable to retail pharmacies in a specific metropolitan area, ChainDrugStore.net can deliver the communication to just the pharmacies impacted by the formulary win. There are no limitations to how the manufacturer can target the communication.”

Building on existing pharmacy attributes, ChainDrugStore.net will work with all participating retail chains, wholesalers and independent pharmacy groups to capture and securely manage additional pharmacy attributes. This will be instrumental in their use of data and analytics tools to be launched later in 2007.

About ChainDrugStore.net Inc.

ChainDrugStore.net is the link to pharmacy – an online communications network manufacturers, managed care organizations, pharmacies and regulatory agencies use to communicate and aggregate pharmacy critical product information.

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Learn more about the benefits associated with being part of the ChainDrugStore.net network.
Visit <http://www.chaindrugstore.net>