

**TRANSFORMING RETAIL PHARMACIES INTO HEALTHCARE DELIVERY COMPANIES™**

# **INSIDE Patient Care™** PHARMACY & CLINICS

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**FOR IMMEDIATE RELEASE**

**The Transformation of Retail Pharmacies into a Healthcare Delivery Center: The Launch of  
*Inside Patient Care: Pharmacy & Clinics™***

**Cranbury, NJ, December 16, 2014**—Novellus Healthcare Communications, LLC announces the launch of ***Inside Patient Care: Pharmacy & Clinics™***, an independent journal that provides practical information for the entire healthcare team treating and caring for patients inside the pharmacy and retail clinics.

As primary care expands to provide optimal access to quality care, ***Inside Patient Care: Pharmacy & Clinics™*** offers a forum for the team treating and coordinating patient care in pharmacies and retail clinics, including medical directors, physician assistants, nurse practitioners, pharmacists, and C-level executives, to implement their best therapeutic options, navigate the healthcare system, and achieve professional success.

Donald Dietz, RPh, MS, a nationally recognized thought leader and Editor-in-Chief of ***Inside Patient Care: Pharmacy & Clinics™***, says, “Retail pharmacies and clinics are quickly becoming an extension of primary care. ***Inside Patient Care: Pharmacy & Clinics™*** is tailored to meet the

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growing needs of the entire healthcare team and provides practical information to treat and care for patients inside the pharmacy and retail clinics.”

As retail pharmacies transform into healthcare delivery centers, ***Inside Patient Care: Pharmacy & Clinics™*** provides a forum for medical directors, physician assistants, nurse practitioners, pharmacists, and C-level executives to achieve professional success. Each issue of the journal will enable the retail healthcare team to provide optimal patient care, including how to screen, diagnose, and treat patients; answer questions on prevention and wellness; deliver acute treatment; monitor and manage chronic conditions; efficiently use healthcare resources; and attract, retain, and engage patients, shoppers, and customers.

***Inside Patient Care: Pharmacy & Clinics™*** will provide a balanced, high-level overview of value-based health drivers—cost, quality, and access—and the impact of healthcare sector initiatives—clinical, business, and policy—that are reshaping the responsibilities of the new primary care providers and other stakeholders. The journal will provide practical information for the entire healthcare team treating and caring for patients inside the pharmacy and retail clinics.

According to John W. Hennessy, Publisher of ***Inside Patient Care: Pharmacy & Clinics™***, “This journal is specifically tailored to the entire healthcare team inside the retail pharmacies and clinics—it provides practical information for all the stakeholders of primary care. ***Inside Patient Care: Pharmacy & Clinics™*** is an essential resource as retail pharmacies transform into healthcare delivery companies.”

***Inside Patient Care: Pharmacy & Clinics™*** will publish 12 times in 2015 and mail to more than 77,000 medical directors, physician assistants, nurse practitioners, pharmacists, and C-level executives. The official website of ***Inside Patient: Pharmacy & Clinics™*** is [www.INSIDEPATIENTCARE.COM](http://www.INSIDEPATIENTCARE.COM).

**About Novellus**

Novellus Healthcare Communications, LLC, is a privately held publishing and medical communications company located in Cranbury, New Jersey. The owners of Novellus Healthcare Communications, LLC, in cooperation with the Editorial Director, and Editorial Advisory Board members, have more than 60 years of combined experience in successfully launching, managing, and executing high-quality, scholarly journals.

**About The Lynx Group**

The Lynx Group is a formal alliance established between 5 privately owned medical communication companies, each with a unique niche and expertise in the healthcare industry: Engage Healthcare Communications, LLC; Green Hill Healthcare Communications, LLC; Core Principle Solutions, LLC; Center of Excellence Media, LLC; and Novellus Healthcare Communications, LLC.

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