Enhancing provider-patient communications to produce better health outcomes

PhysicianCare Ô|æ\Á{¦Á{¦^Å{¦{ æ¾{}
- Prescriber Education

ScriptGuide Ô|æ\Á{¦Á{¦^Å{¦{ æ¾{}
- Patient Messaging

eCopay Ô|æ\Á{¦Á{¦^Å{¦{ æ¾{}
- Patient Co-pay Savings

DigitalCare Ô|æ\Á{¦Á{¦^Å{¦{ æ¾{}
- Patient Engagement Solution

CareHealth Ô|æ\Á{¦Á{¦^Å{¦{ æ¾{}
- Patient Cash Savings

For more information visit **www.ldmgrp.com** or email **emr-info@ldmgrp.com**

LDM Group
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LDM Group is a healthcare communications company that connects prescribers, pharmacists and patients to improve health outcomes through targeted communications.

PhysicianCare™

Supporting Clinical Decisions
Through Targeted Communications

Accessing Prescribers At The Point-Of-Care

LDM Group's proprietary software, PhysicianCare, makes it possible to deliver educational information in real-time to health care professionals through EMR/eRx software applications at the point-of-care.

Prescriber Education

- Informational content delivered through the prescriber's trusted digital clinical system

- Clinically relevant content at the point-of-prescribing

- Messaging available in key visual positions, while remaining unobtrusive and easy-to-consume

- The health care professional's prescribing behavior drives message delivery

Informed Content Delivered In Workflow

- New indications and treatment guidelines
- Article abstracts, clinical reprints
- Formulary coverage and updates
- Continuing Medical Education (CME)
- Financial offers/coupons and discounts
- Specific brand information
- Disease state treatment options

LDM Group has a proven track record of delivering programs that improve outcomes for patients and drive revenue. LDM Group's behavior changing programs educate and empower prescribers, pharmacists and patients. LDM Group's programs are consistent with the provisions of HIPAA and patient privacy.

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ScriptGuide®

Educating Patients
Improving Health Outcomes
Generating Revenue

Fact: Approximately 1 out of every 3 prescriptions go unfilled

Reduce the prescription fill non-compliance gap (the difference between the number of prescriptions written and the number of prescriptions actually filled) with ScriptGuide. Triggered when a prescriber generates a prescription electronically during a medical encounter, ScriptGuide's patented technology automatically produces a message personalized to the patient. These tailored messages contain relevant and valuable educational information and patient resources. In addition, EMRs and e-prescription vendors that connect to the ScriptGuide system receive a share of the revenue from each ScriptGuide delivered.
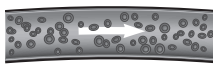

ScriptGuide® *information for your health®*

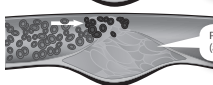|		
St. Louis Medical Center 7 Riverfront Drive St. Louis, MO 63141 555-567-0551	For: John B. Healthy Date: 00/00/0000 Message ID: 12345678-4567	Your Prescription has been sent to: LDM Pharmacy 10845 Olive Blvd St. Louis, MO 63141 314-567-1461

You've been prescribed **Livastat**

Your doctor has chosen **LIVASTAT** to treat your high cholesterol. It's the first medication designed to lower your cholesterol and prevent plaque buildup in your arteries without muscle aches and pains associated with traditional cholesterol lowering medications.

It is important to fil your prescription of Livastat today!

Buildup of cholesterol in the lining of artery

Plaque forms (atherosclerosis)

It's important to take your medication on time as prescribed by your doctor.

High cholesterol can lead to atherosclerosis. Atherosclerosis is the hardening and narrowing of the arteries. It is caused by the slow buildup of plaque on the inside of walls of the arteries.

Arteries are blood vessels that carry oxygen-rich blood from the heart to other parts of the body. When this happens, the organ supplied by the blocked artery starves for blood and oxygen. The organ's cells may either die or suffer severe damage.

Some other ways to help you lower your cholesterol:
- Get regular exercise – 30 minutes a day, 5 days a week
- Eat foods that are low in saturated fat and cholesterol and high in fiber
- Make sure you get 8 hours of sleep each night

Get more information

Call **314-567-0551** or go to **www.livastat.com** to receive our free, monthly online newsletter, **Living with Cholesterol**.

IMPORTANT INFORMATION REGARDING LIVASTAT:
Livastat is not for everyone. Do not take Livastat if you have liver problems. It is not for women who are pregnant, who may become pregnant or are nursing. Tell your doctor about all the medications you may take. This may help avoid serious drug interactions. Do not eat grapefruit or drink grapefruit juice while taking Livastat. The most common side effects are gas, constipation, heartburn and/or stomach pain. They tend to be mild and often go away. Your doctor may perform simple blood tests to check liver function before and during the use of Livastat.
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.
Livastat is a registered trademark of LDM Pharmaceuticals, Inc.

If you do not wish to continue receiving this information, please call 1-877-345-1601.

Customized to the prescriber and personalized for the patient

Drives changes in patients' behavior

Relevant, easy-to-read health information

Resources for additional information

MedWatch and patient opt-out

Reducing Non-Compliant Patient Behavior

Proven Results With ScriptGuide

ScriptGuide enables your patients to be better educated and invested in their health. Decreasing prescription abandonment and improving medication compliance can produce better health outcomes.

Therapeutic Category Examples

- Cholesterol
- Hypertension
- Osteoporosis
- Acid Reflux
- Pain Management
- Insomnia
- Women's Health
- Mental Health
- Asthma/Allergy
- Migraine and more...

ScriptGuide Delivers The Right Message At The Key Teachable Moment

- Call to Action – Reinforce your medication decision with a clear request to initiate therapy by filling their prescription
- Education – Provide patients with information about their medication and the importance of adherence to therapy
- Financial Incentives and Resources – Enable patients to access resources and financial offers that can diminish barriers to therapy compliance

Reduce Compliance Barriers

- Denial of the problem
- Cost of treatment
- Difficulty of the regimen
- Lack of education

ScriptGuide Can Work For You

Solution: Effectively reverses the chronic challenge of getting patients to initiate prescribed therapy

Simple: Delivers personalized patient communications in real-time as part of the standard workflow during a consultation

Quality: Reinforces the physician's chosen medication therapy with information developed specifically for patients that follows FDA-approved drug labeling and supports meaningful use requirements

Cost: Medication compliance solution offered at no additional cost

Accepted: Used by thousands of physicians nationwide to improve the medication compliance of their patients

LDM Group has a proven track record of delivering programs that improve outcomes for patients and drive revenue. LDM Group's behavior changing programs educate and empower prescribers, pharmacists and patients. LDM Group's programs are consistent with the provisions of HIPAA and patient privacy.

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eCopay®

Copay Relief For Patients
Initiated At The Point-Of-Prescribing

eCopay enables sponsors to provide patients with a targeted real-time copay offer. The offer is delivered to the patient via LDM Group's proprietary software that produces a print, email or text message as part of the electronic prescription order process. In addition, the adjudication information is auto-injected into the prescription notes field and automatically sent to the pharmacy as part of the standard electronic transmission or printed on the prescription. eCopay ensures that both the patient and the pharmacy will be aware of the offer and have the appropriate information.

Drive Fill Rates By Reducing Cost Barriers

- Provide patients with copay assistance to reduce out-of-pocket expenses
- Can increase compliance and therapeutic outcomes regardless of managed care formulary status

- Printed or delivered electronically to the patient
- Empower patients to make better health care decisions

1 Rx is ordered by prescriber

2 eCopay saving offer adjudication information is auto-injected into Rx Notes field in either printed prescription or eScript

eCopay savings offer message and adjudication information is printed for the patients

Supporting the patient and pharmacy to reduce workflow and increase brand loyalty

eCopay® patient copay assistance

Save on your prescription of Livastat today

It is important to fill your prescription of Livastat

SAVINGS

LIVASTAT SAVINGS CARD
Pay no more than $25
No activation required
Provides added co-pay assistance

3 Patient receives eCopay savings discount at the pharmacy
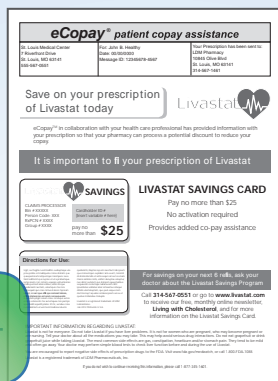
eCopay® Advantage

Prescriber Alerted, Copay Relief For Patients
Initiated At The Point-Of-Prescribing

eCopay Advantage enables sponsors to inform prescribers, patients and pharmacists about a copay offer. LDM Group's proprietary software produces a message to the prescriber alerting them to the offer. The offer is then memorialized for the patient via either print, email or text message. In addition, the adjudication information is auto-injected into the prescription notes field and automatically sent to the pharmacy as part of the standard electronic transmission or printed on the prescription. eCopay Advantage ensures that the prescriber, patient and pharmacy will be aware of the offer and have the appropriate information.

Prescriber, Patient, Pharmacy Alerted To Prescription Savings

- Prescriber alerted overlay of copay offer
- Memorialized copay offer information for the patient

- Adjudication information auto-injected or printed within prescription
- Auto receipt for the pharmacy in the electronic prescription

1 Rx is ordered by prescriber

2 Prescriber is alerted to copay offer via message overlay

3 eCopay saving offer adjudication information is auto-injected into Rx Notes field in either printed prescription or eScript

4 Patient receives eCopay savings discount at the pharmacy

eCopay savings offer message and adjudication information is printed for the patients

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Engaging Patients
Digital Content & Empowerment

Our unique "knowledge-to-action" cycle activates and empowers today's digital patient. With increased knowledge, confidence and self-management skills, patients can identify when they need help, know where to find assistance and are more effective at removing barriers and solving health problems.

Turn-key Digital Health Portals and Managed Solutions

LDM Group, with MediResource, creates disease management programs for today's digital patient. Our digital health tools can help physicians maximize patient outcomes. All programs are based on uniquely developed content that focuses on proven behavior changing methodology.

Our digital assets help you optimize patient health and wellness, improve the practice's bottom line and increase overall patient outcomes.

- Increase loyalty by connecting with patients. A practice can be positioned as a key partner in the patient's healthcare team.

- Provide a complete digital practice solution - leverage all aspects of a practice, including online health information, email lists and newsletters.

- Improve searches and drive patient visits with our search engine optimization for practice websites.

Easy To Implement, Effortless to Maintain

We understand the challenge of managing a health website or portal. To meet this challenge, we provide complete turn-key solutions. Leverage our publishing platform to eliminate the need to use your development resources. Our editorial team will provide ongoing support, including disease-specific newsletters, to ensure your solution remains current and meets the needs of your audience. Our digital team will design a solution that's right for you.

Digital Content That Changes Behavior

It's a fact. 33% more people improved their health with MediResource digital health content and disease management programs*

We Achieve Industry Leading Results:

- Visitors predominantly searched for information for themselves **(94%)**, for their partner **(43%)** or for other family members **(34%)**

- **80%** intended to return regularly to the MediResource knowledge-base for more information

- **63%** did additional research about their health situation and **41%** discussed information with a friend or relative

- **22%** of people became empowered and had a meaningful discussion with their doctor about treatment options

Knowledge-Base Products

- Drug Fact Sheet
- Disease Database
- Lab Test Information
- Procedure Database
- Interactive Health Tools
- Natural Health
- Medication FAQ

- Wellness Word
- Feature Articles
- Your Care Plan
- Newsletter Sign up
- Health Tips
- Community Support
- Symptom Checker

powered by:

MediResource

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Substantial Savings For Patients
Easy-To-Use Benefits

A free program to help reduce the cost of medications

The CareHealth Patient Discount Card is a free resource for those patients who are seeking a discount on their prescription medications. Cash and high deductible paying customers can have a significant out-of-pocket expense. These patients can save up to 85% on their prescriptions with the CareHealth Patient Discount Card.

The CareHealth Patient Discount Card provides up to 85% savings on prescription medications at nearly 60,000 U.S. pharmacies. Everyone qualifies for the CareHealth Patient Discount Card as there are no restrictions. Patients simply need to present the card to their pharmacy with a valid prescription. Privacy is always maintained when using the CareHealth Patient Discount Card.

Who Benefits From This Card?

- **The CareHealth Patient Discount Card is ideal for patients who:**

  - Are cash paying customers

  - Have high deductible insurance plans

  - Are currently unemployed or do not receive employer-provided insurance

  - Are prescribed medications that are not covered under their current prescription plan

  - No cost and no subscription needed by the patient

Improve Fill Rates By Reducing Cost Barriers

Financial Relief For Patients

- Provide patients with financial assistance to reduce out-of-pocket expenses
- Increase compliance and therapeutic outcomes
- Provide a cost effective solution to address high tier co-pays
- Empower enrollment in CRM programs
- Reduce patients' out-of-pocket differential

CareHealth®
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Discount Card

Rx Group: CareHealth
RxBIN#: 00000
RxPCN: 00000
ID Number: 00000000

For health information, visit: **info.ch4me.com**
or for program details visit: **savings.carehealth.me**

Pharmacy Info: (314) 567-0551 Patient Info: (484) 530-4870

This is not insurance and not intended to replace insurance. Savings will vary. This card has no cash value or implied value.

Savings Across Multiple Therapeutic Categories

- Cholesterol
- Hypertension
- Osteoporosis
- Acid Reflux

- Pain Management
- Insomnia
- Women's Health
- Mental Health

- Asthma/Allergy
- Migraine and more...

CareHealth® *patient discount card*

St. Louis Medical Center
7 Riverfront Drive
St. Louis, MO 63141
555-567-0551

For: John B. Healthy
Date: 00/00/0000
Message ID: 12345678-4567

Your Prescription has been sent to:
LDM Pharmacy
10845 Olive Blvd
St. Louis, MO 63141
314-567-0551

Stay on track, and be sure to fill your prescription today!

Fill your prescription and potentially $ave* by joining the

CareHealth $avings program.

The CareHealth $aving discount prescription card provides average discounts of **10%-85%** on brand and generic medications.

The card is valid at most pharmacies, with over 50,000 participating locations nationwide:

✓ No cost to sign up
✓ Share it with your family & friends

Present the card with a valid prescription at a participating pharmacy, and your discounts will be applied.
To locate a participating pharmacy, visit www.saving.carehealth.me/pharmacy

visit: saving.carehealth.me or
call: (888) 277-3911 for more information

To learn more

CareHealth®
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Discount Card

Rx Group: CareHealth
RxBIN#: 00000
RxPCN: 00000
ID Number: 00000

For health information, visit: info.ch4me.com
or for program details visit: savings.carehealth.me

Pharmacy Info: (877) 459-8474 Patient Info: (888) 277-3911
This is not insurance and not intended to replace insurance. Savings will vary. This card has no cash value or implied value.

* Subject to eligibility rules.
Sponsored by CareHealth™ information for your health™
This message is a service brought to you by your healthcare professional.
For more health information go to info.ch4me.com.

Report Problems to the Food and Drug Administration FDA
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.FDA.gov/medwatch or call 1-800-FDA-1088.

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SG-CDHC-NEXT

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Customized to the prescriber and personalized for the patient

Drives changes in patients' behavior

Helps reduce out-of-pocket expenses

Resources for additional information

MedWatch and patient opt-out

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