

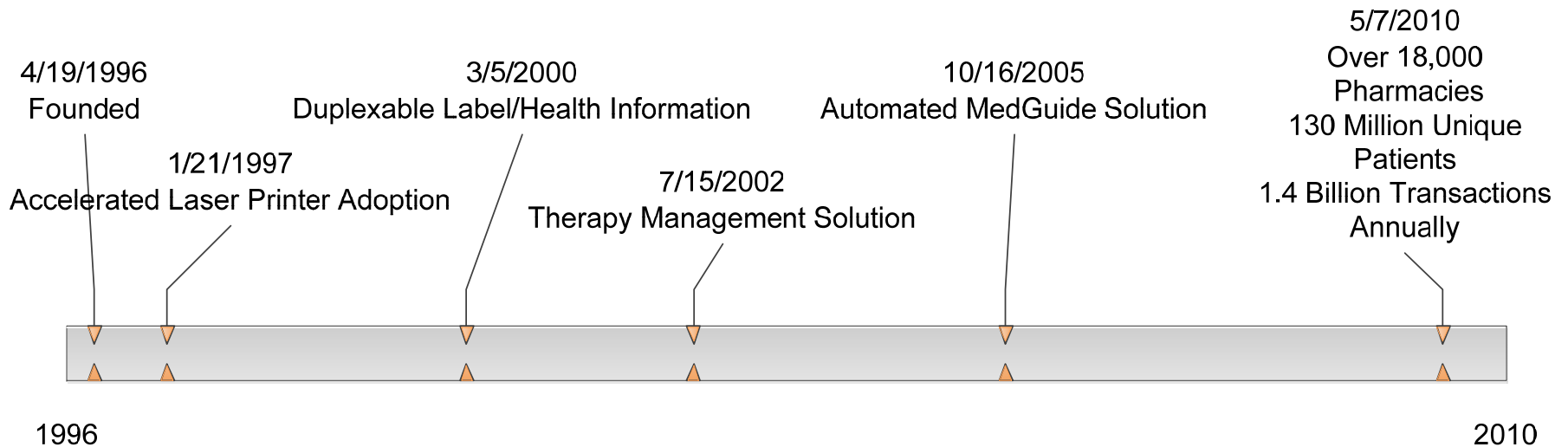


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An Introduction to Catalina Health Resource

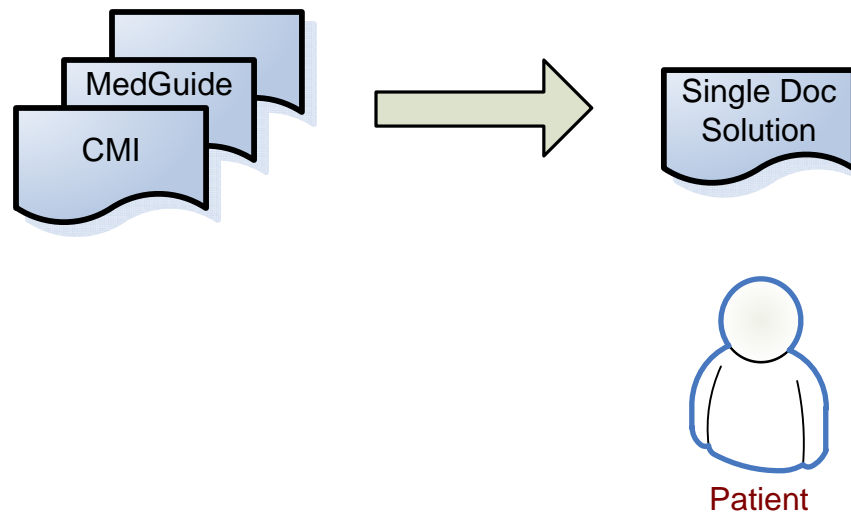
Catalina Health Resource is a division of
Catalina Marketing Corporation,
headquartered in St. Petersburg, Florida





Single Document Solution

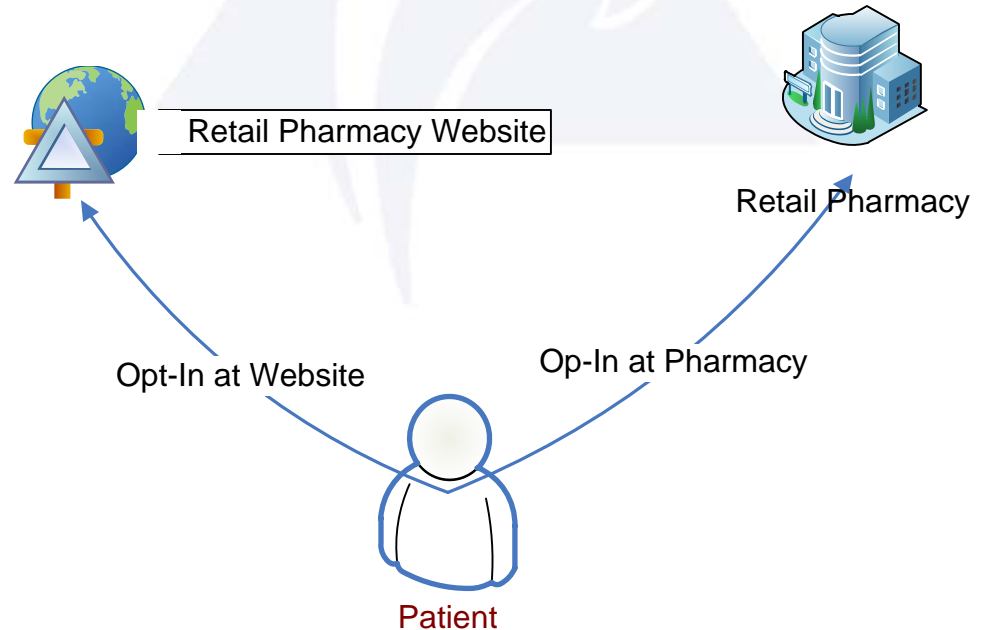
- Provide relevant information at the point in time that the patient is most like to respond
- Written from the patient's point of view in clear, easy to understand language
- Real life testing of each format, analyzed to determine the most effective solution





Paper, Digital or Both?

- The paper solution is not going to be replaced anytime soon
- Digital solutions will be opt-in to start, so the patient will have to provide the pharmacy with an email address or mobile number and the preferred method for communication
- When the script is dropped off or sent via an ePrescribing solution, the patient's preference record needs to be accessed

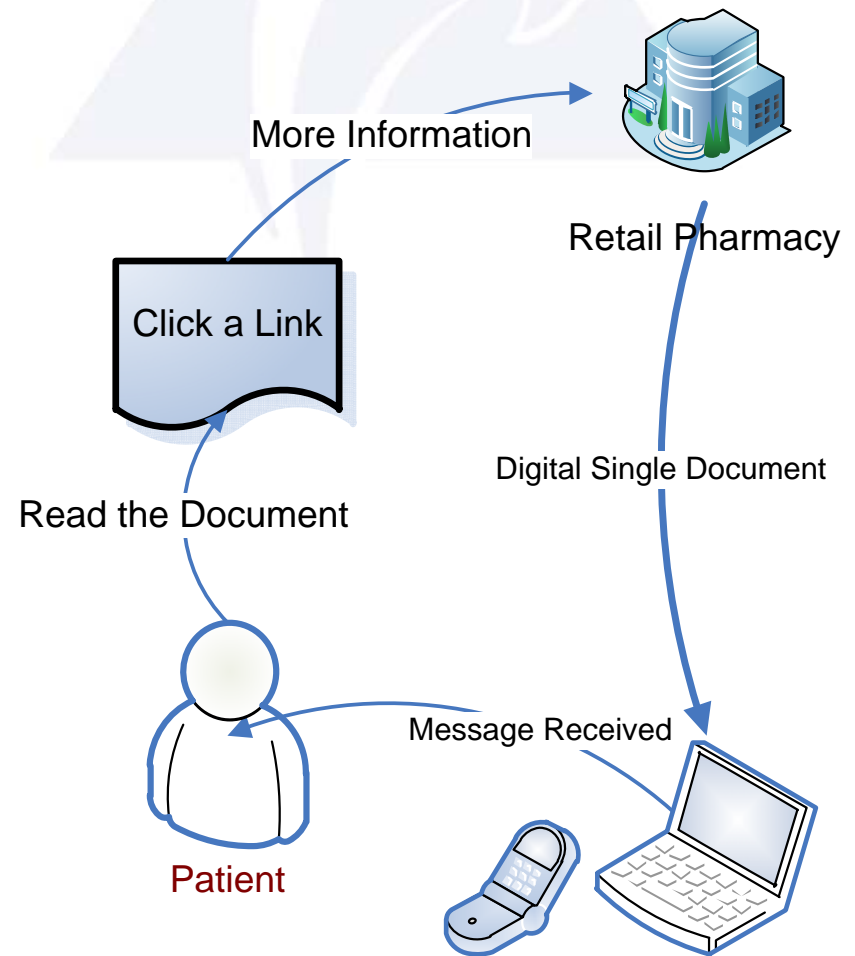


If the patient has “opted in” for a digital communication, then no paper message will be printed



Paper, Digital or Both?

- Opting In can be done at the pharmacy, on the web, or by a mobile device
- Email, mobile phone, SMS, IVR, and web all could all be part of the solution
- Patients need to be able to receive information in the format that they desire
- A digital version offers the ability to allow for two way communication
- Links in the digital version could take the patient to additional information sites, or ones that have more detailed on the medication





Proposed Pilot

- An initial study that might consist of 4 regions with a statistically significant, sample size of at least 500 pharmacy patients
- CHR suggests using the PatientLink® in-pharmacy communication vehicle as a recruitment tool which is distributed as a printed communication along with a patient's prescription in approximately 18,000 U.S. retail pharmacies each year, reaching over 130 million patients
- Catalina would make space available to the FDA within PatientLink® for recruitment of patients for this pilot study
- Catalina has the ability to reach individuals on specific medications or those who use certain classes of drugs, and to recruit them for further study of this issue by the FDA
- We suggest delivery of a message to the patient from the FDA asking for the patient's assistance in improving the quality of healthcare information provided to patients at the point of care



Proposed Pilot (continued)

- The message would have a special code printed on it which, while meaningless to the patient, would indicate the drug or drug class corresponding to that patient.
- Test all three PMI prototypes by creating three distinct codes for each drug or drug class to whom a message is delivered, cycling through them to link to each of the three proposed message formats previously referenced.
- By doing this, FDA could test the three PMI prototypes across a large audience, and with information about the specific drug / drug class the patient is receiving.
- Once consumer preferences are understood and analyzed, and the PMI content approved, CHR could work with its retail partners and FDA to pilot test that PMI in the real world of the pharmacy



General Considerations for a PMI Prototype

- Pharmacies need to start collecting contact information such as email and mobile phone now in order to have a large enough test group
- Digital version should provide analytical information back to the pharmacy that indicates the message was received and/or opened
- All of this can be done while protecting PHI, and PII
- Piloting a digital test with a retail pharmacy that has a digital solution for, at a minimum, email
- Create test/control groups using patients that have opted in with matching medical histories
- Run the test for a period of time (6 -12 months) and with a statistically significant sample to determine behavior differences



Commitment

- Catalina Health Resource has been focused on a One – or Single Document Solution for the past two years, along with numerous other consumer, patient and pharmacists groups
- Catalina has spent a great deal of time mapping out how to execute a pilot PMI program and deliver relevant, patient-friendly, medically-important communications to patients and has the ability to execute a pilot on behalf of the FDA



Appendix - What the process might look like

