



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

2016 Media Kit

www.DrugChannels.net



Learn more about reaching the Drug Channels community:

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“Adam is a master at presenting the facts, sharing his insights and leaving the door open for contemplation.”
– Strategic Consultant, Humana Inc.

Drug Channels Is the Leading Resource for more than 13,000 Professionals in the Pharmaceutical Industry

Since 2006, Drug Channels has been helping our thousands of readers make sense of pharmaceutical economics and the drug distribution system. We deliver timely analysis and provocative, highly regarded opinions on the dynamic healthcare system.

Drug Channels is the leading source for insight on:

- Pharmacy economics and prescription profits
- Pharmaceutical reimbursement
- Business strategies of key market participants
- Industry evolution and trends
- The fast-growing specialty drug market
- Healthcare reform and policy
- Legal aspects of the pharmaceutical supply chain



Drug Channels was created and is written by Adam J. Fein, Ph.D., president of Pembroke Consulting, Inc., and CEO of Drug Channels Institute. Dr. Fein is one of the country’s foremost experts on pharmaceutical economics and the drug distribution system. Dr. Fein excels at unlocking and explaining complex business and economic issues with humor and an accessible, straightforward style, making Drug Channels a popular and authoritative destination for both industry insiders and outsiders.

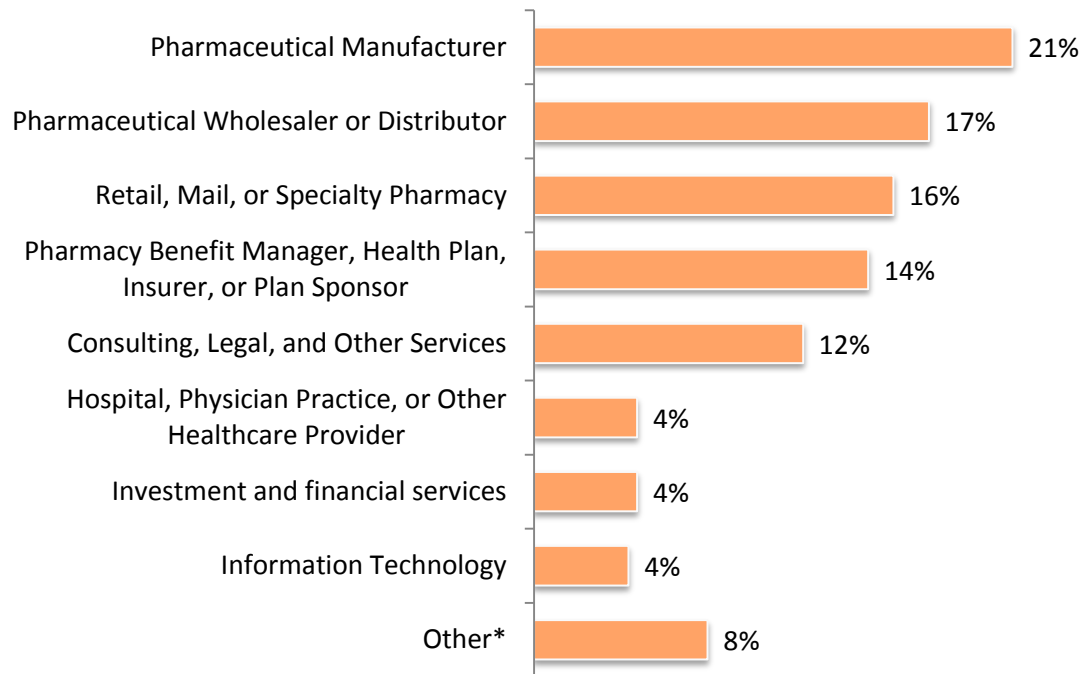




Reach Top Decision-Makers Across the Industry

Drug Channels attracts a large, unique, diverse audience throughout the pharmaceutical and healthcare industries. Our readers’ backgrounds reflect the many diverse topics that Drug Channels reports and analyzes.

Our Subscribers’ Primary Industries



Other includes: GPO, PSAO, Buying Group, or Other Association; Hospital, Physician Practice, or Other Healthcare Provider; Academic or Educational Institution; Industry Association; Media. Figures exclude subscribers with unknown or undisclosed industry affiliations.

Subscriber Titles Include:

- CEO
- COO
- President
- Executive Vice President
- Senior Vice President – Global Generics
- Vice President
- Vice President of Clinical Services
- Pharmacy Strategy Director
- Global Director
- Senior Director – National Accounts
- Director of Market Intelligence
- Director of Pharmacy Services
- Director of National Accounts
- Director of Retail Stores
- Senior Healthcare Analyst



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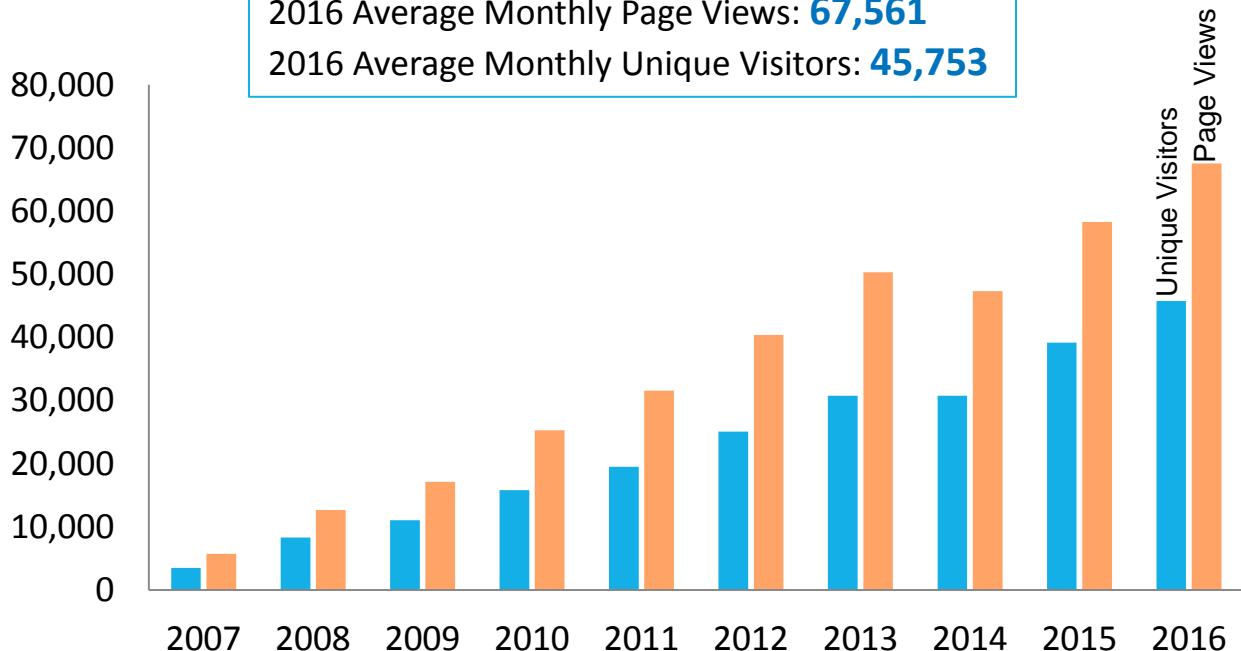
"When Drug Channels shows up in my cluttered inbox, I make sure to click 'read more' and prepare to get informed!" – *Director, PBM National Accounts*
Genentech

More Pharmaceutical Industry Leaders Turn to Drug Channels for Insight and Analysis Every Year

Since 2007, Drug Channels' average monthly traffic has grown by more than 1,000%!

Drug Channels Average Monthly Website Traffic*

2016 Average Monthly Page Views: **67,561**
2016 Average Monthly Unique Visitors: **45,753**



* Traffic by Statcounter.com for DrugChannels.net. Data for 2016 includes first calendar quarter only.

Drug Channels and Dr. Fein have been cited in:

- The Wall Street Journal
- The New York Times
- Los Angeles Times
- Chicago Tribune
- Pharmaceutical Executive
- Drug Benefit News
- Pittsburgh Business Times
- Crain's Chicago Business
- Drug Store News
- Oncology Times
- Academic research papers
- And more



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“Great informative and timely information with a wit
and humor that reminds us that serious issues all need
to be tempered with a sense of levity.”

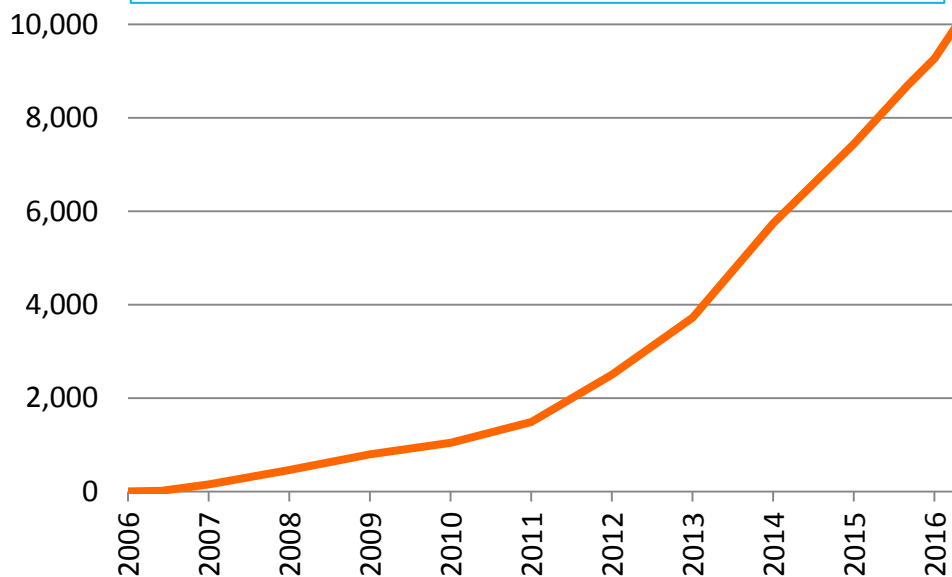
– Director, Clinical Strategic Initiatives, Walgreens

Drug Channels Subscribers Are Highly Engaged

Your message will reach an audience that regularly opens, clicks, forwards and shares Drug Channels content. We reach an engaged, loyal and growing audience of more than 13,000 readers across email, RSS and social media platforms. Drug Channels has an engagement rate of more than twice that of the average media platform.

Email Subscribers

Annualized email-list growth rate, 2007-2016: **67%**¹



1. Compound Average Growth Rate (CAGR), December 31, 2007 to December 31, 2015

2. All figures as of April 4 2016.

More than 13,000 industry leaders connect with Drug Channels on diverse platforms:²



RSS & email sent ~2X a week to **10,500+** subscribers



@DrugChannels is updated daily with curated news about drug distribution, pharmaceutical economics, reimbursement, payers, current events & more

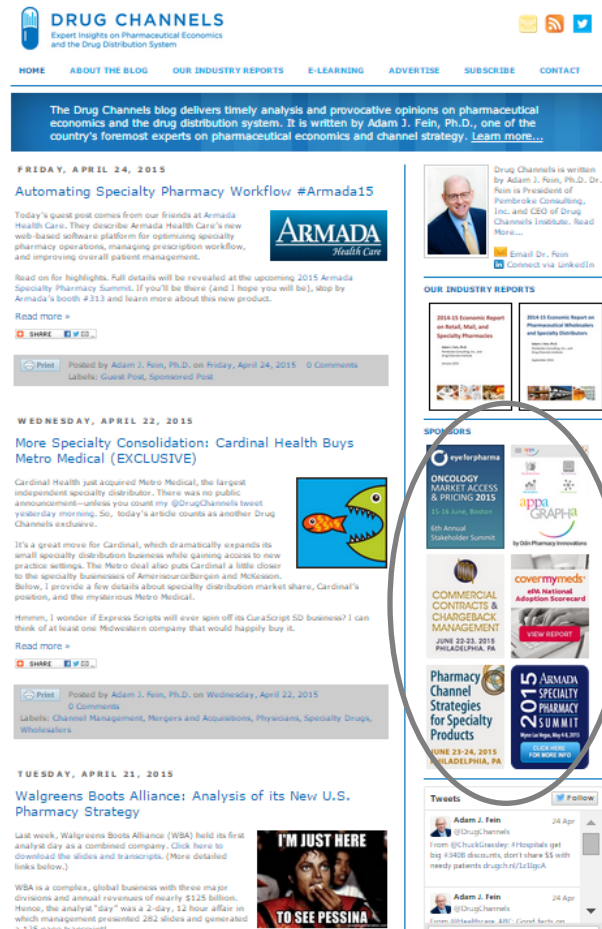
Twitter Followers: **2,600+**



All articles are shared with Dr. Fein's **2,200+** personal LinkedIn connections

“Drug Channels is my best source of current, up-to-date information about current events affecting pharmacies, wholesalers and PBMs.” – *Professor of Pharmacoeconomics and Health Outcomes, School of Pharmacy, Virginia Commonwealth University*

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The Drug Channels blog delivers timely analysis and provocative opinions on pharmaceutical economics and the drug distribution system. It is written by Adam J. Fein, Ph.D., one of the country's foremost experts on pharmaceutical economics and channel strategy. [Learn more...](#)

FRIDAY, APRIL 24, 2015
Automating Specialty Pharmacy Workflow #Armada15
 Today's guest post comes from our friends at Armada Health Care. They describe Armada Health Care's new web-based software platform for optimizing specialty pharmacy operations, managing prescription workflow, and improving overall patient management.

WEDNESDAY, APRIL 22, 2015
More Specialty Consolidation: Cardinal Health Buys Metro Medical (EXCLUSIVE)
 Cardinal Health just acquired Metro Medical, the largest independent specialty distributor. There was no public announcement—unless you count my @DrugChannels tweet yesterday morning. So, today's article counts as another Drug Channels exclusive.

TUESDAY, APRIL 21, 2015
Walgreens Boots Alliance: Analysis of its New U.S. Pharmacy Strategy
 Last week, Walgreens Boots Alliance (WBA) held its first analyst day as a combined company. Click here to download the slides and transcripts. (More detailed links below.)

WBA is a complex, global business with three major divisions and annual revenues of nearly \$125 billion. Hence, the analyst "day" was a 2-day, 12 hour affair in which management presented 282 slides and generated a 125 page transcript!



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- Pharmacy Channel Strategies for Specialty Products

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“We have worked with Drug Channels on a variety of events for many years. We have always seen great traffic and traction from our partnership. Drug Channels never fails to deliver!” – Associate Marketing Manager, Institute for International Research

Sponsored Event Posts

MONDAY, SEPTEMBER 15, 2014

Elsevier Healthcare & Pharmaceutical Economics Conference- 2014

Elsevier Healthcare & Pharmaceutical Economics Conference- 2014

October 29-30, 2014 / Clearwater Beach

ELSEVIER

MONDAY, MARCH 02, 2015

Join Elsevier as they bring together industry issues and trends in the ever-evolving marketplace. Discover the new directions, obstacles and opportunities created for chains and convenient care clinics, drug and PBMs, and healthcare technology and compliance issues, cost savings measures, healthcare initiatives, alternative health on the drug supply chain.

Featured sessions include:

- Healthcare Regulation: Current State Legislation, *Adam Huftalen, Governor*
- Specialty Pharmacy and Reimbursement Payments, *Dean Erhardt, D2 Pharm*
- Alternative Healthcare Delivery and Models, *Hansen-Turton, Executive Director*
- The Next Big Thing: Genomics and Personalized Life Sciences
- Current and Future Trends in Pharmacy, *IMS*
- The Empowered Patient: A New Paradigm in Marketing, *Dorothy Wetzel, extrov*
- Taking the Mystery Out of Maximizing Trend, *Anu Pathria and Todd Grov*
- Going Mobile: How Far and How Fast, *Scher, MD, FACC, FHRS, Penn State Consultants*

IIR's 7th Annual Government Programs Summit

This is the Only Government Programs Event You Need to Attend

How many Government Programs events do you attend a year? IT ONLY HAS TO BE THIS ONE! IIR's 7th Annual Government Programs Summit on March 23-25, 2015 in Arlington is the one-stop-shop for all things government programs, merging regulatory compliance and financial calculations to maximize revenue potential. IIR is delivering the greatest number of government officials AND experts from pharma and biotechs — all under one roof! They'll provide policy answers to strategic, compliance, operational, technical and tactical issues on all things government programs.



IIR's got you covered on:

- **340B Program**—HRSA, SNHPA, Pfizer, Vertex, Jansen, Hospira, Eli Lilly, Bristol-Myers Squibb
- **Medicare Part B & D**—Sunovion, Daiichi, Actavis, Sanofi
- **Medicare & Medicaid**—Jazz Pharmaceuticals, NCPDP, NACDS, GAO, Johnson and Johnson, BIO, GAO
- **States & State Supplemental Programs**—Alabama, Oregon, Utah, Novartis
- **VA, FSS & TRICARE**—VA Office of Inspector General, Daiichi, Amneal

[Download the Agenda for Full Speaker and Session Details](#)

Plus We're excited to announce that **John Coster, Director, Division of Pharmacy, Center for Medicaid and CHIP Services (CMS)** is confirmed to open on March 25th, 2015! Hear directly from him, as he provides insights and updates on:

- Policy and operational issues affecting the Medicaid pharmacy program
- Latest Medicaid DUR survey report
- Issues and challenges facing the Medicaid pharmacy program

[Register Online Now with Code XP2051DRUG to SAVE 15%](#)

Our website serves as a platform to share your message to an elite group of targeted readers.

Use Sponsored Event Posts to announce upcoming industry events and conferences. Your post will be included in an email to Drug Channels' engaged and growing audience. These posts must be 400 words or fewer.

Drug Channels' email **Unique Open Rate** for Sponsored Posts = 30%+ (exceeding the industry average*)

Rates

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* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber. Excludes sponsored event posts. Average media industry Unique Open Rate = 16.6% (Source: 2014 Silverpop Email Marketing Metrics Benchmarking Survey, IBM)



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“I am beyond pleased with our sponsored guest post on Drug Channels! Our post on Drug Channels led to multiple meetings with prospective customers and investors. It was a pleasure working with you.”

– CEO, SamplifyRx

Sponsored Guest Posts

FRIDAY, OCTOBER 17, 2014

Closing Gaps in Specialty Pharmacy Performance

Today's guest post comes from Stephen C. Vogt, Pharm.D., President and CEO of BioPlus Specialty Pharmacy.

Dr. Vogt offers a thoughtful perspective on specialty pharmacies' shortfalls in managing patients with hepatitis C virus (HCV) infection. He then describes the BioPlus RxSteward™ drug management program, which uses real-time patient data to reduce while maintaining excellent clinical outcomes on the program's substantial cost savings transforming BioPlus from a dispenser to pharmaceutical care.

Read on for details, including a look at drug genotype. Please [contact BioPlus](#) for more

Closing Gaps in Specialty Pharmacy Performance: A Difference in HCV Drug Management

By Stephen C. Vogt, Pharm.D., President

As Drug Channels reported earlier this year, many patients are dissatisfied with the clinical/utilization and specialty pharmacy providers (SPPs). In the Specialty Digest, fewer than 50% of SPPs higher than 3 (out of 5) from health plans performance.

Specialty pharmacies must close these gaps and outdated dispensary models and become pharmaceutical care. Nowhere are the sta



FRIDAY, MAY 02, 2014

Fixing the Patient Non-Adherence Epidemic in the Specialty Drug Market

Today's guest post comes from Scott Pribyl, CEO of mRx Ventures. He describes SamplifyRx, a cloud-based hub and virtual marketplace of patient support services that manages every touch-point in the specialty drug workflow process.

Scott will be at the Armada Specialty Pharmacy Summit & Expo. To learn more about his intriguing software platform, email him at scott@samplifyrx.com or connect via his Armada Summit profile page.

Worthwhile article. Check it out.

Fixing the Patient Non-Adherence Epidemic in the Specialty Drug Market

A virtual marketplace for specialty samples, copay cards and patient services
By Scott Pribyl, mRx Ventures

According to Express Scripts' Insights report, patient non-adherence is a \$317 billion epidemic (source) where 31% of the patients cannot afford the prescribed medication due to financial burden (source).

I saw the impact personally seven years ago when I walked into a rheumatology office and saw first-hand the devastating impact of a rheumatoid arthritis patient not receiving any patient support. The elderly patient had been paying full price for his biologic medication and it wiped out his 60 years of life's savings. The most frustrating thing was it didn't have to be this way. He had stopped his medication because he couldn't afford it and now he was officially non-adherent.

Specialty drug manufacturers offer a comprehensive suite of services — copay cards, sample



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These posts are especially valuable for launching new products and services because you communicate unfiltered messages to our community. Upon request, we can work with you to edit posts for clarity and quality. These posts must be 800 words or fewer.

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