



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

2018 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 21,000 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.

The screenshot shows the Drug Channels website interface. At the top is the logo and tagline. A navigation bar includes links for Home, About, DCI Industry Reports, E-Learning, Advertise, Subscribe, and Contact. The main content area features a date (Tuesday, February 13, 2018) and a featured article titled "New Express Scripts Data: The Drug Spending Slowdown Is Real". The article text discusses drug spending trends and includes a cartoon illustration of Snoopy. A sidebar on the right contains a bio for Adam J. Fein, a "Purchase Our Industry Reports" section with two report covers, and a "Sponsors" section with two advertisement boxes.



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, February 2018



Subscriber Job 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

* “Other” includes: GPO, PSAO, Buying Group, or Other Association; Academic or Educational Institution; Industry Association; Media. Figures exclude subscribers with unknown or undisclosed industry affiliations.



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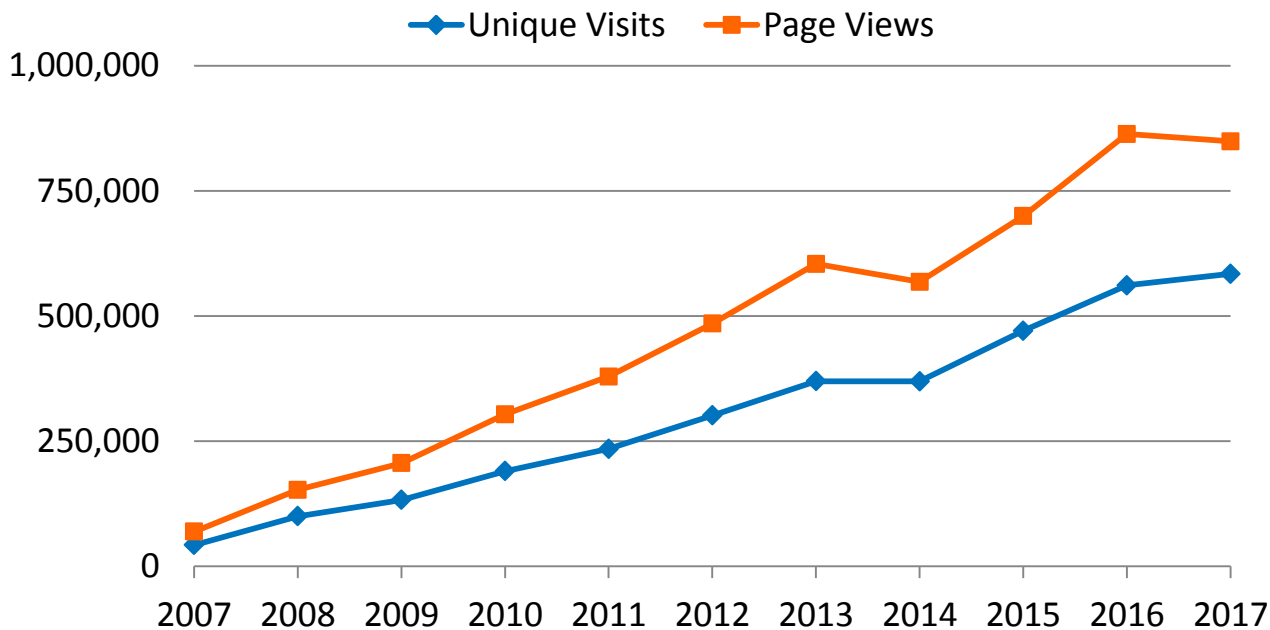
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"When Drug Channels shows up in my cluttered inbox, I make sure to click 'read more' and prepare to get informed!" – *Director, PBM National Accounts*
Genentech

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

Drug Channels Website Traffic*

2017 Average Monthly Page Views: **70,715**
2017 Average Monthly Unique Visits: **48,659**



* Traffic by Statcounter.com for www.DrugChannels.net.

Drug Channels and Dr. Fein have been cited in:

- The Wall Street Journal
- The New York Times
- The Washington Post
- Los Angeles Times
- Chicago Tribune
- National Public Radio
- Forbes
- Fortune
- Bloomberg Business Week
- Kaiser Health News
- Pharmaceutical Executive
- Drug Benefit News
- Drug Store News
- Academic research papers
- And many 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.”

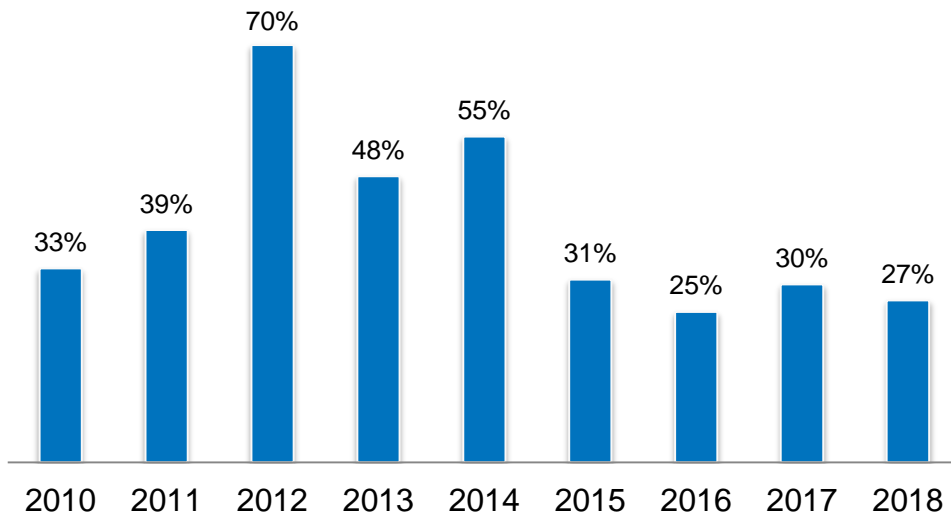
– Director, Clinical Strategic Initiatives, Walgreens

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 21,000 readers across email, RSS and social media platforms. Drug Channels has an engagement rate of more than twice that of the average media platform.

Annual Year-over-Year Growth in Email Subscribers¹

Consistent double-digit annual growth in email subscribers!



1. Growth rate from January to January

2. All figures as of February 24, 2018

More than 21,000+ industry leaders connect with Drug Channels on diverse platforms:²



Email sent 2-3x per week to **16,000+** opt-in subscribers



@DrugChannels is updated daily with curated news and shared with nearly **5,200+** Twitter followers



All posts are shared with Dr. Fein's **4,000+** LinkedIn followers



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“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*

Banner Advertising

The screenshot shows the Drug Channels website interface. At the top, there's a navigation bar with links for HOME, ABOUT, DCI INDUSTRY REPORTS, E-LEARNING, ADVERTISE, SUBSCRIBE, and CONTACT. Below this is a featured article titled "The Top 15 U.S. Pharmacies of 2017: Market Shares and Key Developments For The Biggest Companies" dated Wednesday, February 21, 2018. The article text discusses the release of the 2018 Economic Report on U.S. Pharmacies and Pharmacy Benefit Managers. To the right of the article is a sidebar with a "PURCHASE OUR INDUSTRY REPORTS" section, a "SPONSORS" section, and a "NEW" section for "Specialty Therapy Management". Several banner advertisements are overlaid on the page, including one for "specialty pharmacy summit 2018" and another for "Partnering with IDNs BioPharma Strategy Summit".

Banner ads allow our sponsors to promote a specific campaign, event or publication.

Banner ads appear on every Drug Channels page and cannot be blocked by a browser add-in. These ads can point to any link the sponsor chooses.

This block contains several individual banner advertisements. From top to bottom: 1. A dark banner for "specialty pharmacy summit 2018" held from April 29 to May 2 in Las Vegas, with a "Register Now" button. 2. A light blue banner for "April 11-12, 2018 Hilton San Francisco Airport Bayfront San Francisco, CA". 3. A red and white banner for "MENTION XCR332 TO SAVE \$400! Partnering with IDNs BioPharma Strategy Summit" held from March 27-28, 2018 in Scottsdale, AZ. 4. A white and blue banner for "MENTION CGR664 AND SAVE \$400! Expanded Access Programs 2018" held from March 28-29, 2018 in Washington, DC. 5. A dark blue banner for "NEW Specialty Therapy Management" featuring TherigOnboard, TherigAssure, TherigInsights, and TherigEngage, with a "Learn More" button.

Rates

Please [contact the publisher](#) for information on advertising



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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

TUESDAY, FEBRUARY 20, 2018

Join Me at Asembia’s Specialty Pharmacy Summit 2018

Asembia’s Specialty Pharmacy Summit 2018
April 29 to May 2, 2018 | Las Vegas
www.asebiasummit.com



Please join me at Asembia’s Specialty Pharmacy Summit 2018, which will take place from April 29 to May 2, 2018 in Las Vegas.

This is a must-attend event for anyone connects pharmacy. You’ll meet an impressive diversity of pharmacies, manufacturers, health plans, whole systems, pharmacy benefit managers, patient a more. [Click here to view the agenda.](#)

This year, I will participate in the Featured Session: *Outlook: What’s Happened and What’s Ahead.* I Lisa Gill from J.P. Morgan Securities. I’m hoping

Here’s my review of last year’s Summit: [The State of Pharmacy from Asembia17.](#)

Read on for more details about this great specialty pharmacy summit you in Vegas!

A MESSAGE FROM ASEMBIA

Asembia’s Specialty Pharmacy Summit returns to Las Vegas in 2018. As the nation’s largest annual healthcare Summit will welcome a record-breaking 6,500+ attendees, including pharmacy providers, health systems, pharma/biotech, wholesalers and many other specialty pharmacy

Participants will gain an in-depth understanding of the industry through renowned industry speakers who share current trends and the many facets of the nearly \$200 billion specialty pharmacy market. The Summit feature four full days of interactive business and 80 hours of expert seminars, continuing education and unforgettable networking and social events and

MONDAY, FEBRUARY 12, 2018

Formulary, CoPay and Access Summit

Formulary, CoPay and Access Summit
April 11-12, 2018 | San Francisco, CA
www.cbinet.com/formulary

Head to San Francisco in April for CBI’s Formulary, CoPay and Access Summit, which focuses on overcoming patient affordability barriers in an evolving managed care landscape. Industry experts will address hot button issues impacting the pharma/bio industry today, including accumulator adjustment programs, state co-pay legislation, formulary exclusions, high deductible plans, changes in benefit design, NDC blocks and step therapy programs.



Register today!

Register prior to February 28th and use discount code **SSJ477** to save \$300 off the standard rate.*

You can read all about it here.

Timely, cutting-edge content will include:

- Explore perspectives on **Accumulator Adjustment Programs** and identify trends for the future
- Demystify **California CoPay Card Legislation** and assess implications for future state-level regulations
- May the Field Force Be With You - **Managing Field Representatives** to execute copay programs
- Analyze **MACRA** regulation to develop robust formulary access strategies and prepare for 2018 policy implementation
- Overcome challenges of **High-Deductible Plans**, copay caps and the evolving healthcare landscape
- Gain insight on strategies for **Fast Tracking Prior Authorization** and copay assistance for specialty prescriptions

Visit www.cbinet.com/formulary for further details and to register. Drug Channels readers will save \$300 off the standard rate when they use discount code SSJ477 and register prior to February 28th.

Our website serves as a platform to share your message with 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’ average **Unique Open Rate** for Sponsored Event Post emails in 2017 = **29.2%** (almost double the industry average*)

Rates

Please [contact the publisher](#) for information on advertising.

* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber. Average Publishing industry unique open rate = 14.9% (Source: Constant Contact, December 2017)



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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, MAY 12, 2017

Three Misconceptions about Channel Strategy

Today's guest post comes from AmerisourceBergen executives Donna Gilbert, Vice President Specialty and Branded Strategic Accounts, Global Sourcing and Manufacturer Relations, and Akin Odutola, Senior Vice President, Specialty and Branded Product Sourcing and Manufacturing Relations.



Donna and Akin discuss how a manufacturer can achieve commercial success. Click here to download the full article from AmerisourceBergen.

Read on for their insights.

Three Misconceptions about Channel Strategy

By Donna Gilbert and Akin Odutola

The pharmaceutical pipeline shows a shift from generic to specialty products. As manufacturers bring more products to market, they must understand how channel strategy can mean the difference between a successful launch and failure to meet forecasts.

It's important that any brand team specializing in specialty products are experienced in delivering the right product mix. Insights gleaned from these conversations can help manufacturers evaluate their channel strategy and ultimately drive better distribution and customer channel mix.

To learn more about channel strategy and how it impacts commercial success, download our e-book.

FRIDAY, JANUARY 26, 2018

The Role of Specialty Pharmacy in Population Health and Value-Based Care

Today's guest post comes from Russel Allinson, Chief Executive Officer at Therigy.

Russel describes the current shift from volume-based to value-based contracting for enhanced population health and patient care. He explains Geisinger's innovative and successful Medication Therapy Disease Management Program.

Russel highlights how **TherigySTM** enables the transition from volume-based to value-based contracting. The system's new features help specialty pharmacies better manage care delivery, tracking, and reporting to stakeholders, while maintaining focus on the bottom line.

Read on for Russ's insights.

The Role of Specialty Pharmacy in Population Health and Value-Based Care

By Russel Allinson, RPh, MS, Chief Executive Officer, Therigy

I could tell you that value-based care *is* the future, but that would be a misstatement. Value-based care is *now*.

Manufacturers, payers, and providers want to improve patient health while mitigating skyrocketing costs. One approach is to fundamentally shift their paradigms to focus on better outcomes and the ability to consistently prove them.

It's all happening rapidly, given the pace at which the healthcare industry historically dares to innovate beyond the conventions of its own red tape. We can see clear evidence of this trend, from the 2017 Partnership Forum on Advancing Value-Based Contracting (VBC), to the recent announcement by the U.S. Centers for Medicare & Medicaid Services (CMS) to advance value-based contracting.



Sponsored Guest Posts are bylined articles that allow sponsors to deliver a thought leadership message directly to Drug Channels readers.

These posts are especially valuable for launching new products and services because you communicate unfiltered messages to our community. These posts must be 800 words or fewer.

Drug Channels' average **Unique Open Rate** for Sponsored Guest Post emails in 2017 = **33.4%** (more than double the industry average*)

Rates

Please [contact the publisher](#) for information on advertising.

* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber. Average Publishing industry unique open rate = 14.9% (Source: Constant Contact, December 2017)