



myRightMeds Medication Optimization

**PERSONALIZED THERAPY...
IMPROVED OUTCOMES**



Community Pharmacists are uniquely positioned to be leaders within the pharmacogenetic industry. By offering this testing within your pharmacy, you can eliminate the one size fits all use of medications, the trial and error of new prescriptions and costly ineffective drug therapies. Pharmacogenetics is the study of how a person's genetic makeup affects that individual's response to medications - "Medication Optimization". Rx30's new Medication Optimization Program, *myRightMeds*, utilizes Alpha Genomix's Pharmacogenetic testing platform creating an automated collaborative approach with your physicians, to establish a true personalized medicine approach for your patients and your community.

Our Partnership allows you to utilize pharmacogenetic testing with a reliable, reputable, pharmacogenetic company that interfaces with your everyday workflow process. We will streamline the patient selection process by allowing only those patients who truly qualify for pharmacogenetic testing to be identified. Once the initial tests are received, they are integrated into your normal prescription fill process, highlighting any future drug to gene interactions. Finally, we have a patient specific way to make sure your patients are on the right medications at the right time.

myRightMeds, is a unique first to market approach, offered exclusively to Rx30 users, providing your store a way to practice Personalized Medicine for your community. *myRightMeds* delivers on the prediction of drug response, overall better drug efficacy, fewer adverse drug reactions, and healthcare system cost savings.

Rx30's New *myRightMeds* Program:

- Proprietary Patient Selection Algorithms
- First to industry automated test results integrated into Rx30 pharmacy system
- Actionable test results / future guidance
- Collaborative approach to personalized medicine
- Direct the selection of optimal therapy and reduce trial-and-error prescribing
- Help avoid adverse drug reactions
- Increase patient adherence to treatment
- Improve quality of life
- Reveal additional or alternative uses for medicines and drug candidates
- Help control the overall cost of health care

To learn more about this exciting new offering, contact an Rx30 sales representative today or visit www.Rx30.com.