



Bringing the Pharmacy of the Future to Patients Today

Trust and loyalty are crucial to the relationship between pharmacies and their patients. But maintaining them is harder than ever. As patient needs evolve, the role of the pharmacist has expanded, straining business operations and leading to staff shortages and fatigue. And with rising costs and accelerating competitive threats, successful pharmacies use modern solutions to stay connected with patients and provide them with the personal care they deserve.



**Patients visit
pharmacists
up to**

12x

**more than
prescribers**



**Pharmacies
have become
patients'**

#1

**vaccination
destinations**



61%

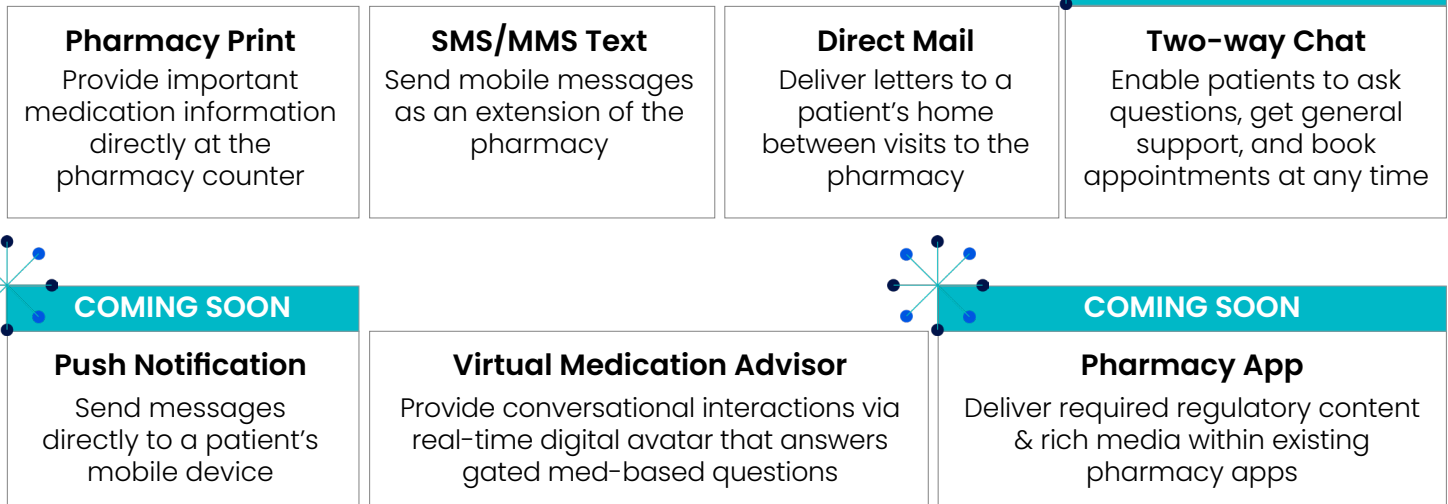
**of Americans
think pharmacies
will provide most
primary care in 5
years**

Building on the pharmacy's role as a trusted care destination, MedAdvisor Solutions offers a data-driven, omnichannel approach to personalized patient engagement. Our unparalleled network – comprising **60% of the US population** – has the reach to improve the pharmacy experience for patients, driving new and existing revenue streams while simultaneously helping to build customer loyalty and reduce pharmacist burnout.

Delivering the right message the right way at the right time

Our **Omnichannel Engagement for Pharmacy**, powered by our THRIV™ platform, uses artificial intelligence (AI) and machine learning (ML) to deliver tailored patient education materials, improve access to information and online services and streamline pharmacy workflows. This enables hyperpersonalized messaging that reaches patients where it will be most effective. Our omnichannel approach minimizes opt-outs and increases patient engagement up to **7x** versus single channel communication.

Our Channels



THRiV: Our AI-powered platform

THRiV transforms traditional one-size-fits-all patient adherence and acquisition programs into highly individualized, connected patient engagement experiences.

Through predictive modeling and AI/ML, THRiV predicts future patient behavior based on hundreds of patient data points.

The result?

- Improved medication adherence & vaccination rates
- Higher and more consistent fill rates
- Stronger patient loyalty
- Better health outcomes



For more information, scan the QR code or visit medadvisorsolutions.com.



MedAdvisor Solutions™