

# ValueCentric and PDX-Rx.com Announce Partnership to Greatly Expand Manufacturer Data Availability with Script Reporting and Compliance Program Offerings

Orchard Park, NY (February 12, 2008) – ValueCentric, LLC®, the leading provider of on-demand data management and performance analytics services to the pharmaceutical industry and PDX-Rx.com, the leading pharmacy technology provider to the retail pharmacy segment, today announced a partnership for data sharing and reporting that will link ValueCentric's trade related data and services with store level script data and compliance & persistency programs offered by PDX-Rx.com.

The new data services will be jointly marketed to manufacturers. The services will integrate PDX-Rx.com script data from their participating customer base into the ValueTrak Unified Data and Services Platform. This script activity out of the stores will be linked with commonly reported trade sales (EDI 867 detailed sales) into the stores. As a result of this partnership and the respective data integration, manufacturers will achieve an unprecedented view of sales across their supply chain beginning with their sales into the trade all the way to prescriptions out of the stores. No other service offering of this nature exists in the market today that matches the daily updating and real time access of this comprehensive and vital information. In addition, with PDX-Rx.com's store level marketing programs, the two companies will actively promote Compliance & Persistency (C&P) programs to manufacturers.

C&P program performance reporting will be available through the on line ValueTrak Platform with daily updates and clear ROI metrics in place. The new service offerings will be available to all manufacturers. Current ValueCentric customers will benefit by linking their trade data to script level reporting, but those that utilize other data management systems or no system at all will be able to access the new services in an on- demand model.

PDX-Rx.com manages store level data that covers over 25% of all US market prescriptions and counts over 50 chains and 11,000 store outlets as customers. Apart from the volume associated with some of the largest pharmacy retail chains, PDX-Rx.com data represents many independent pharmacies as well as some of the country's largest mass merchandiser and grocery-pharmacy chains. In turn, ValueCentric provides unique analytics to the world's largest pharmaceutical manufacturers and will now be able to provide script level analytics to help manufacturers increase patient compliance and refill rates on prescribed medicines in the U.S. market.

Dave Janca, Founder & CEO of ValueCentric commented "the partnership between ValueCentric and PDX-Rx.com expands manufacturers' visibility of their product movement into the supply chain to include the prescription leaving the store. The linking of trade data with prescription data along with compliance programs provides unique options to manufacturers allowing them to truly manage their products from initial shipments to the trade through to how they impact script compliance rates. This visibility and reporting can now be accomplished through one solution, ValueTrak. We are extremely pleased to be able to partner with such a well respected company as PDX- Rx.com that has been serving pharmacy for over 20 years."

Steve Friedman, Vice President, Pharmaceutical Trade Relations at PDX-Rx.com stated "this partnership is a natural union of data and programs that PDX-Rx.com manages for our pharmacy customers, with the needs of manufacturers to obtain full visibility of their products. It allows them to monitor and report at each step in the supply chain, drive improved patient care with higher compliance rates, increase sales and profitability and have one common, easy to use platform on which to manage all the data." He added "we have always worked to provide a strong return on investment (ROI) to our pharmacy and manufacturer customers and we are pleased to say that this partnership is based on a solid and sustainable ROI".

The ValueTrak Platform is SAS70 Certified and Sarbanes-Oxley compliant.

About ValueCentric:

ValueCentric, LLC® is the leading provider of on-demand data management and performance analytics services to the pharmaceutical industry. Through its secure, Sarbanes-Oxley compliant ValueTrak Unified Data & Services Platform the company analyzes industry orders, sales activity, inventory, service levels, chargebacks, returns, e- pedigree & RFID data, prescription data and unique supply chain data. Serving world- class customers such as AstraZeneca, P&G Pharmaceuticals, Johnson & Johnson and Schering-Plough ValueCentric's best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in the pharmaceutical supply chain. To learn more, please visit [www.valuecentric.com](http://www.valuecentric.com) or contact Joe Bovi, Vice President, Sales at (781) 771-9827.

#### About PDX:

PDX, Inc., a subsidiary of National Health Systems, Inc., was established in 1985 and continues to build on its commitment to retail pharmacy and patient care. Providing excellence in pharmacy software technology and services, PDX addresses the requirements of high volume prescription filling and the pressing demands of third party processing. Over 11,000 retail drug stores use PDX software technology to fill, bill, and track prescriptions.

#### About Rx.com:

Located in Fort Worth, Texas, Rx.com Partners, LP — an affiliate of National Health Systems, Inc. — provides an integrated suite of technology and services to the pharmacy industry including retail-based mail order and traditional central fill services; pharmacy workflow technology; an electronic, web-enabled healthcare record; centralized data files; medication therapy management (MTM), pharmaceutical manufacturer performance programs; and electronic prescription technologies. Comprising a single, integrated solution no other single provider or group of technology providers can offer, the Rx.com suite of products and services is specifically engineered to reinforce Pharmacy's trusted role in healthcare as it enhances profitability, regains ground lost to PBMs, and delivers better patient care.

To learn more about PDX-Rx.com, please contact Steve Friedman, Vice President, Pharmaceutical Trade Relations at [sfriedman@rx.com](mailto:sfriedman@rx.com) or (845) 638-9609.