



WellTouch® Opioid Safety Program

Focusing on the education of patients on the safe use, safe storage and safe disposal of Opioids, WellTouch provides peace of mind for prescribing physicians that patients are getting the vital safety information and education they need.

WellTouch Opioid Safety program is a multi-touch, telephonic opt-in program designed to assist physicians with the challenges of educating new to therapy patients and chronic pain patients on the safe use, safe storage and safe disposal of Opioids. The program focuses on the education of responsible use, safe storage and disposal guidelines of Opioids, providing peace of mind for prescribing physicians that patients are getting the information they need.

SAFE USE

Three Key Steps to Use Opioids Safely:

1. Keeping your Physician Informed
2. Follow Directions Carefully
3. Reduce the Risk of Drug Interactions

SAFE STORAGE

Store in Original Package
Locked Cabinet or Lockbox
Track Medication Usage

SAFE DISPOSAL

Follow Disposal Instructions on Label
Law Enforcement Take-Back Programs
DEA Authorized Sites
Disposal Bags

The tragedy of drug-related and opioid-involved deaths continue to increase in the United States. Federal and state agencies have invested in Prescription Drug Monitoring Program (PDMP) systems while they continue to look for solutions that can have immediate impact on stemming the epidemic.

THE CURRENT OPIOID CRISIS CALLS FOR A PROGRAM THAT CAN HAVE IMMEDIATE IMPACT ON THIS EPIDEMIC.

Federal, state and local agencies that are charged to address this epidemic require an agnostic evidence-based technology solution that connects healthcare providers, patients and pharmacies. The idea of building a solution from the ground-up does not make sense based on the intensifying nature of this health epidemic. WellTouch is a pre-built solution.

Within WellTouch, we have access to over 300 EMR Systems and over 500K Physicians. WellTouch can track provider specialty, patient demographics, patient medication history, new to drug therapy or brand, other EMR data or a combination of all. Through EMR systems, education materials are automatically generated by physician selection of opioid and/or combination therapies of opioid and benzoids.

www.pharmacentra.com



OUR SOLUTION

WellTouch is fully customizable to meet the needs of the opioid epidemic, supporting both patients and physicians and is fully HIPAA compliant.

Once opted in, patients may receive information assistance with the following:

- Patient Compliance and Persistence
- How to Use Instructions for Patients
- Patient Support and Messages About Safe and Appropriate Use
- Safe Storage and Disposal Guidelines
- Offer Medication Disposal Bags
- In-Office Print Materials
- Access to Resources & Product Information by Mail, Email & Text Message

IMPLEMENTATION

The three phases of implementation for all WellTouch programs and services include Development, Review and ultimately Launch. The Development phase includes a thorough review of the brand's current marketing initiatives to ensure consistency between the brand message and the WellTouch business rules.

These rules determine the program length (30, 60 or 90 days) and whether to include direct mailing, email, fax, additional touches, or involvement with a third party. Flexibility is the hallmark of the program, which contributes to its effectiveness.

FEE STRUCTURE

WellTouch is a highly customizable program that can be tailored to the need of any product or brand, though standard programs can be structured at a flat, per-patient rate.

Standard setup and development includes the following:

- | | | |
|------------------------|-----------------------|----------------|
| Database Development | Reporting Development | Script Writing |
| Training and Materials | Telecom | |

(678) 436-5953 | sales@pharmacentra.com

www.pharmacentra.com