

Introduction

RxEOB is launching a new application, RxWallet that will provide patients and consumers with a better prescription drug shopping experience. This application provides patients with pre-adjudication access to their electronic prescriptions enabling consumers to interact with the pharmacy business workflow in an efficient and secure manner to advance their own decisions and economic interests.

Background

RxEOB.Com, LLC is a digital patient engagement company grounded in 20 years of health information technology, serving some of the nation's largest health insurance providers.

RxEOB.Com, LLC has developed a vast Intellectual Property (IP) portfolio that supports its preeminent position and brand in the pharmacy data marketplace. This IP includes proprietary know-how and other trade secrets, trademarks, copyrights, and patents.

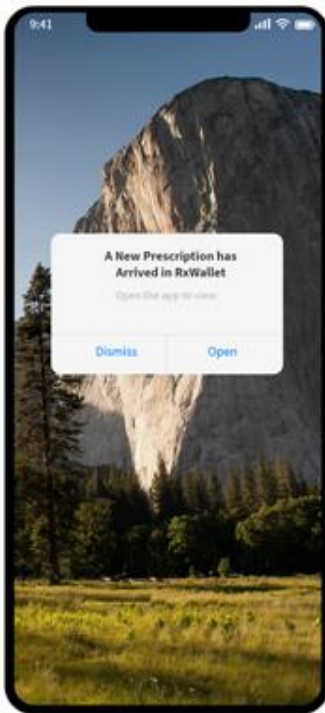
Specific Examples of this IP include:

- proprietary Data Hygiene programs (for example over 3000 stored procedures that perform automated Extraction, Transformation and Loading (ETL) of pharmacy and medical claims, eligibility and benefit design data and other analytics for a multitude of data inputs.
- unique UI/UX and supporting data structures for applications that organize pharmacy medication lookups into therapeutic and drug route of administration equivalency that works in conjunction with a proprietary pricing engine that provides patient specific pricing that accounts for benefit and pharmacy network limitations.
- unique API's that securely provide information to its applications and to pharmacy benefit sponsors to readily use within digital communication and reporting toolsets.
- a clinical rules management toolset and library that targets patients for specific clinical or benefit-based communications and interventions including scalable, rule-based message authoring tools that include role-based security, governance and workflow tools.

RxWallet

RxWallet is an application that provides patients with pre-adjudication access to their electronic prescriptions enabling consumers to:

- Easily compare drug therapy options
- Determine which pharmacy is best for them to use
- Identify and understand their payment options including:
 - Discount Card/Network
 - Insurance
 - Manufacturer discount programs



The application will be made available to large numbers of patients through their payor (health insurance plan) on a co-branded or white label basis in addition to direct to consumer efforts. Payors save on claim costs while bringing branded savings opportunities to their members/employees while preserving their role as the expected source of benefit coverage.

For more information, please contact Robert Oscar at rosca@rxEOB.com.