



INCREASE
VOLUME



GROW
REVENUE & CUSTOMER



GO MOBILE
STAY CONNECTED.

WHAT IS POPRX?

PopRx uses the power of mobile and referral marketing to help pharmacies grow new incoming prescriptions and revenue from existing customers



73%

OF PATIENTS

Prefer to use cellphone to refill prescription



68%

OF CONSUMERS

Owns a smart phone. That's up 24% over the last year.



63%

OF CANADIANS 65+

The percentage of year-to-year smartphone ownership increase among people who are 65 years of age or older.

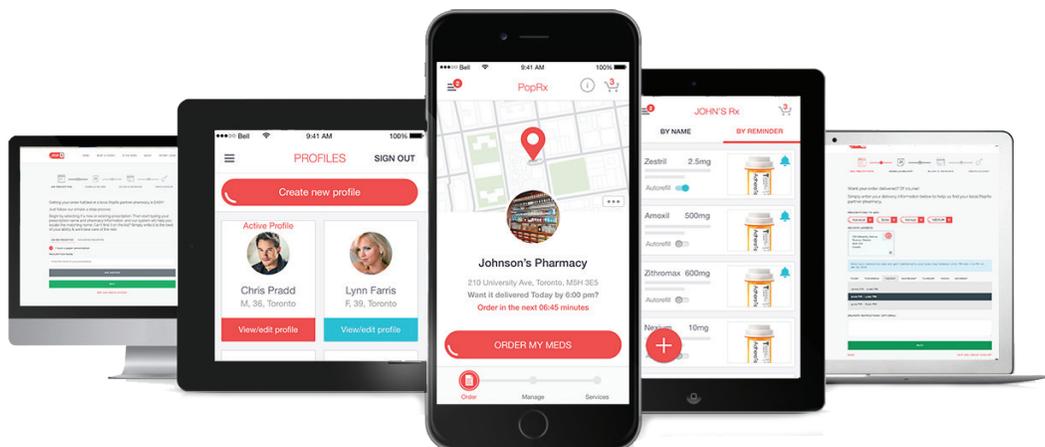
WHY MOBILE

Staying connected to your customers in today's digital age has never been more important.

Social Media, Mobile websites, online forums and market places; how do you position yourself to keep your pharmacy connected and relevant to your customers?

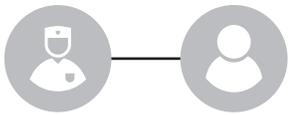
With PopRx's full suite solution, your patients and customers are connected to your pharmacy and keep engaged with your business and their health, all from their mobile phones.

Create lasting relationships that span across multiple platforms to stay connected with every generation of patient that your pharmacy has. With a digital solution so simple and convenient, your pharmacy can be in the hands of all your patients.



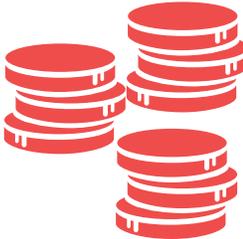
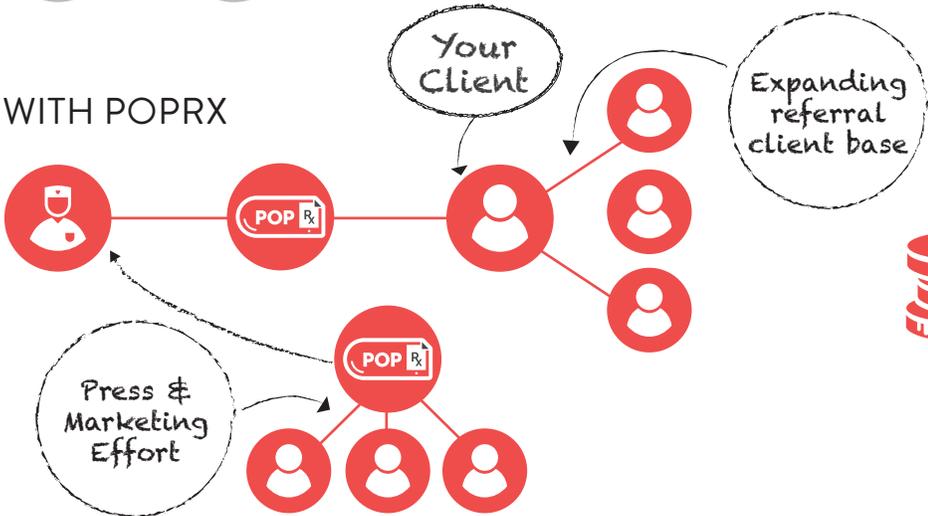
THE POWER OF POPRX

TODAY'S PHARMACY



- 1 Single Rx Order
- 2 Low adherence level
- 3 No OTC add-ons

WITH POPRX



- 1 Auto Refill
- 2 High adherence level
- 3 OTC add-ons
- 4 Mobile Service Bookings

WHAT'S IN IT FOR YOU?

1

Increases refill rates with adherence tracking

2

Up-sell Opportunities with OTCs and Health Services

3

Higher retention and loyalty

HOW IT WORKS

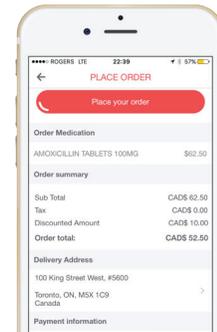
- 1 You add your existing patient to the program. Show them the hottest toys on the market.
- 2 They add their family and friends to your pharmacy. They love their experience with you.
- 3 We support your pharmacy with marketing, promotions and advertising. We pay the cost.
- 4 You grow your business. More customers and higher overall sales.



OUR CLIENTS



ABOUT THE APP



CUSTOMER RELATIONSHIP MANAGEMENT

- **Personalized Dashboard:** You are the first line of defense for their health, so their app revolves around their local pharmacist and pharmacy.
- **Secure chat module:** Connect with your patient with the technology they use and consult them in a method they'll enjoy.
- **Connected Health Practitioners:** You're not alone in their health, so why not have everyone that matters in one placee.

MEDICATION MANAGEMENT

- **Automatic Refill reminders:** they get notified when it's time to refill. No calls required.
- **Customized Medication List:** Patients can create and manage their entire medication list and even customize their medication icon.
- **Prescription records manager:** Keep all prescriptions, refill notes and monographs in a simple to find format.

ORDER PROCESSING

- **Orders and Quotes:** Generate a price or order in a snap.
- **Transfer-In effortlessly:** Users can send you their existing medications and the transfer happens effortlessly.
- **In-App Payment:** Accept credit cards in-app and have the order paid instantly. Includes cash-on-delivery and in-store pick-up options.

OUR FOCUS

MULTI-FAMILY PROFILES



Not every household is the same, so we wanted to make sure we could include everyone on PopRx. Users can upload up to 6 family members and manage their family's health.

PROMOTIONS



Our loyalty-code engine can help you promote specific products, services, and events at your pharmacy. Want to promote your latest in-store special? We'll make sure all your patients know about it.

INSURANCE

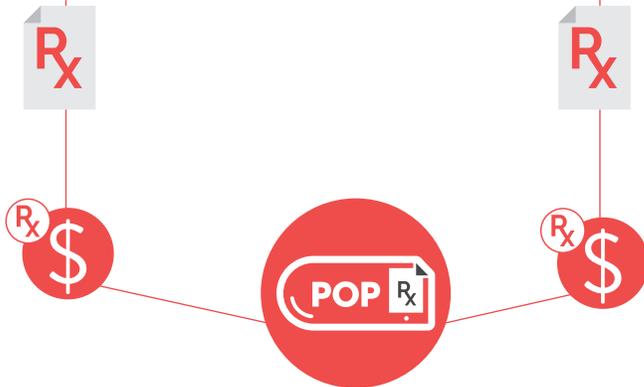


Patients can upload their existing insurance information, so you always have it on file. PopRx is also the exclusive provider of the digital InnoVicare card (in-app) so that patients always get the best deal and keep coming back to you.

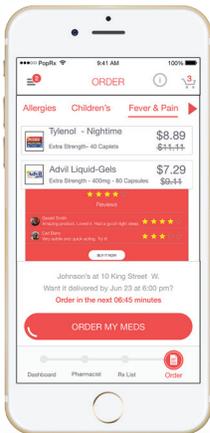
TELEHEALTH PARTNERS

ASK THE DOCTOR?

AKIRA



Get connected to all the newest Telehealth players in Canada with PopRx. PopRx connects you with major Canadian Telehealth players, such as Ask The Doctor and AKIRA. New streams of prescriptions are ready and waiting for you to get connected.



SELLING OTC

Want to increase your overall OTC sales? Have the opportunity to offer your store's inventory and sell directly to your patients. Bring the whole pharmacy experience to your patients' door and generate more business for each transaction.



“Dispensing fees continue to decrease, while the pharmacist is faced with the new opportunity of reimbursed professional services.”



PROFESSIONAL HEALTH SERVICES

Take advantage of our in-app services platform to help you promote your existing health services directly to your patients. Want to schedule a Med-Check or a Smoking Cessation Consultation? Booked and paid in a couple of clicks.

OUR FOCUS

MARKETING



Your focus is on your patients' health. PopRx allows you to keep focused on your business, while we handle all the marketing efforts. PopRx promotes your pharmacy, its values, and vision through numerous marketing campaigns: print marketing, digital advising, and social media networks. It's like having your personal marketing agency.

CUSTOMER SERVICES



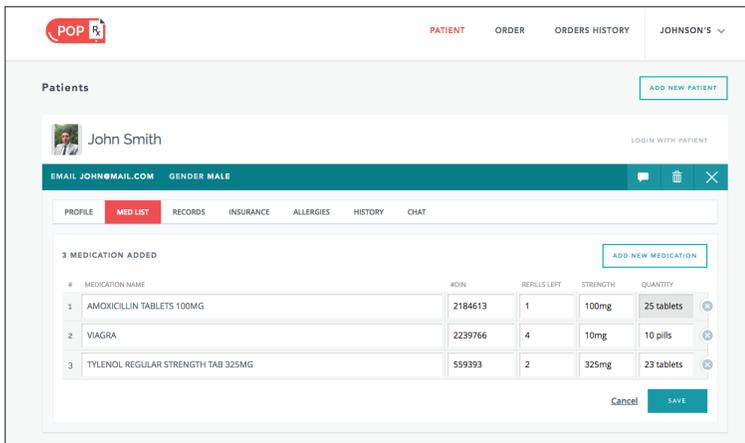
Have questions or feedback? Having issues with a customer or an order? We are here to help resolve it all. To ensure every order is delivered to your standards, we are the support team for you and your patients. We are with you every step of the way.

PRESS



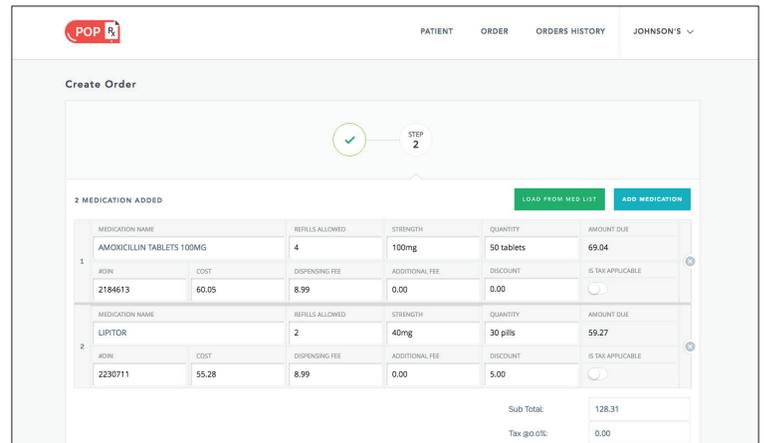
Want a public relations team that supports your pharmacy values? PopRx works with the press, talk shows, radio shows, and bloggers to get people talking about your pharmacy. PopRx wants to give your business the right exposure and coverage. Your business is what we showcase.

PHARMACY DASHBOARD



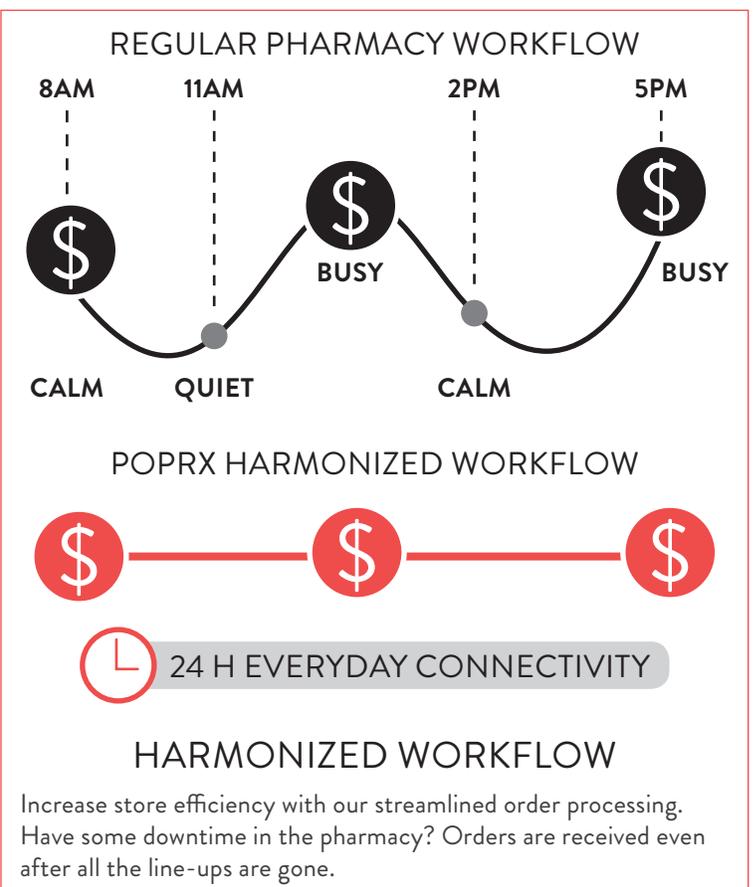
PATIENT DATABASE

Manage your entire patient database to see their order history, allergies, insurance details and medication profile. The patient needs to adjust their dosage? A couple of clicks and the modifications are complete for both patient and pharmacist.



REPORTING

View customizable reports that matter. See your order history, delivery tracking, and billing information in something that you can read quickly. Goodbye, excel!



OUR FOCUS

SYSTEM INTEGRATIONS

Have a Pharmacy Management System that you want to integrate? Using Fillware, Kroll or something custom? Let's talk about connecting you.

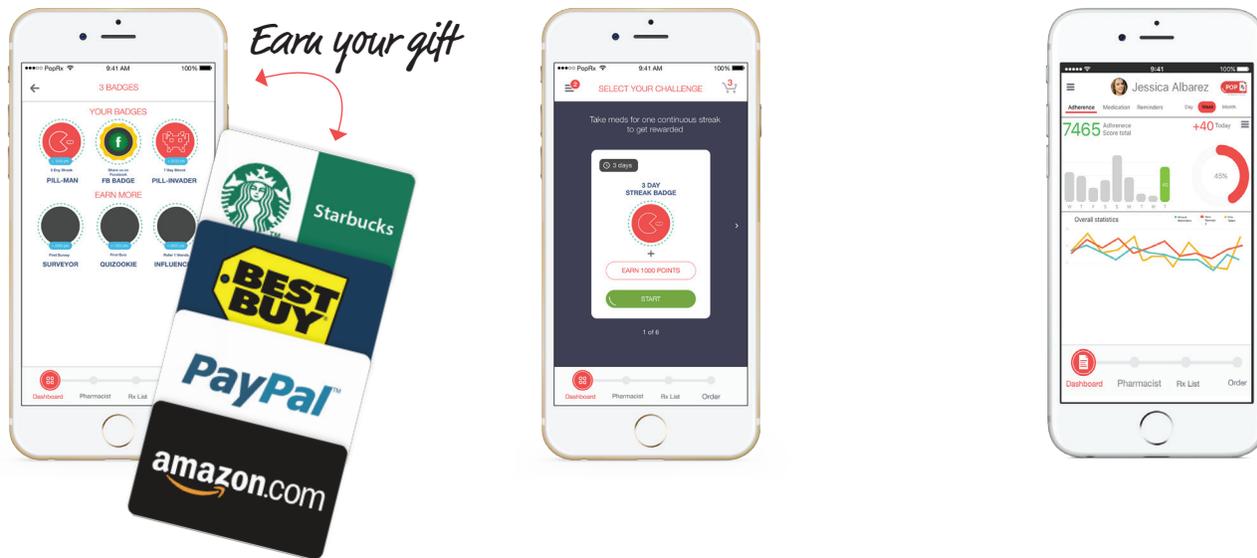
WANT AN INTEGRATED PAYMENT PROCESSING SYSTEM

Our payment processing solution can also offer you in-store terminals and transaction rates that compete with all the big-box players.

CANADA'S 1ST ADHERENCE BASED LOYALTY PROGRAM

Keep your patients engaged with their health, by rewarding points for taking their medication. It's like "Air Miles" for your pharmacy.

By implementing our loyalty program, tailored to each patient, a gamified approach will re-engage members that have fallen off of therapy, appeal to the younger less responsive demographic, and create a member-driven user experience organically.



GIFT CARDS

Patients can exchange points for everyday gift cards: Tim Hortons, Wal-Mart, Home Depot and much more.

GAMIFIED ADHERENCE

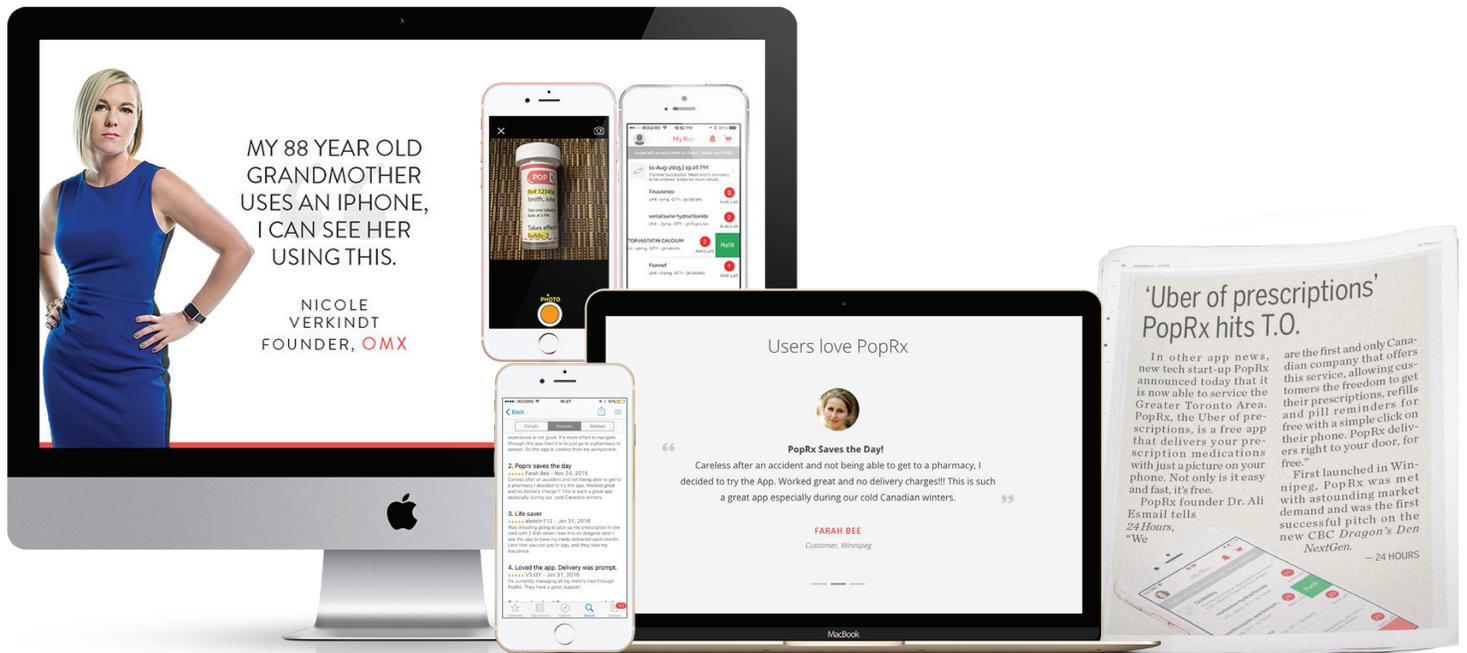
Patients follow their loyalty journey with your pharmacy through fun and interactive goals and accomplishment badges.

ADHERENCE TRACKING

Get insights into your patients' drug adherence and habits to build active drug routines. With the ability to follow what they are taking, you can maintain stronger relationships with them & their health.



THE BUZZ ABOUT POPRX



CONTACT INFORMATION

POPRX
1-800-604-0175
INFO@POPRX.CA



WWW.POPRX.CA