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## **Maxor and Relay Network Improve Patient Care with Digital Engagement Program That Drives 35 Percent Faster Refills Among At-Risk Patients and Wins Award**

**Amarillo, TX and Radnor, PA, Jan. 15, 2019**-- Maxor National Pharmacy Services, LLC (Maxor), parent company to PBM MaxorPlus, and Relay Network, a mobile-engagement platform, were honored as a "Digital Campaign of the Year" in *Modern Healthcare's* 2018 Healthcare Marketing Impact Awards for their myMaxorLink™ campaign. The awards recognize the best marketing campaigns that advance healthcare efforts to improve quality, affordability, and promote overall health of individuals.

myMaxorLink™ is a real-time digital engagement platform built to simplify and improve the patient experience by offering proactive, personalized support during critical moments in their healthcare journey. Mobile-driven experiences are pushed to patients at the time they can act on the information – lower cost drugs, lower cost pharmacies, refill reminders, and therapeutic educational support, all delivered via mobile without the need for an app download.

myMaxorLink™ creates more educated patients by inviting them to a HIPAA-compliant personalized message feed that aggregates their health and benefit information and makes it easily accessible via their mobile device. With a smart healthcare digital strategy that puts all the information at their fingertips, patients are able to better utilize their medications and pharmacy benefits. Some of the early results generated by the award-winning solution are:

- More than 13,000 personalized patient experiences delivered in just two months
- 50 percent reduction in need for outbound phone calls for engaged patients
- 35 percent faster refills for at-risk patients

"Our ability to better engage members through their mobile device and provide clear recommendations, tailored specifically for them, is a dramatic leap forward in getting patients the information they need to make the best choices within their pharmacy benefit," said Mike Einodshofer, Chief Pharmacy Officer at Maxor.

"People expect easy experiences. By taking patient engagement mobile and making it personal — all while protecting patient information — we've been able to join Maxor in setting a new standard for care," said Matt Gillin, CEO of Relay Network. "With less friction, patients are more comfortable using their pharmacy benefit, creating incredible value for both sides."

### **About MaxorPlus**

MaxorPlus is a market-leading Pharmacy Benefit Manager that is pioneering the use of analytics and technology to identify intervention opportunities to engage members in new ways. The company's engagement platform, combined with a suite of clinical solutions, guides members through targeted journeys designed to address wasteful spending and sub-optimal clinical results. Performance of these programs is backed with a financial guarantee, creating a PBM solution that is member-focused, aligned with the interests of clients, and grounded in a foundation of service excellence.

**About Relay Network**

Relay Network is a mobile engagement automation company that enables businesses to deliver individualized solutions that simplify and improve the customer experience. We give enterprise businesses the power to design, orchestrate, and automate customer engagement so they can scale their customer support efforts and meet rising customer expectations for easy, personalized service. Leading organizations use Relay – a Gartner Cool Vendor – to create more profitable, lasting customer relationships.

**About Modern Healthcare**

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