

RedSail Advantage
Media Kit

2024



WELCOME

“RedSail is excited to offer integrated communication opportunities across our expansive network of pharmacies and providers. We’re proud to help elevate medication knowledge and drive adherence among patients.”



Jenny Roe

SVP of Pharmacy Network Services Programs

Welcome to RedSail Advantage Solutions, the pharmacy, patient, and provider engagement programs division of RedSail Technologies.

At RedSail Technologies, we know that pharmacies are the most visited healthcare destination and their communications are more relevant than ever. Prescription education provided by independent pharmacies has shown the ability to directly reach over 50% of targeted patients.

For businesses like you, this means more precision and effectiveness, with reduced ad waste. Plus, with advanced analytics, you can see that your communications are having an impact on your business objectives.

With our suite of full-funnel solutions, we can help you run the most efficient and effective campaign for your business. Browse this media kit to learn more and get in touch for a personal consultation. We look forward to working with you.

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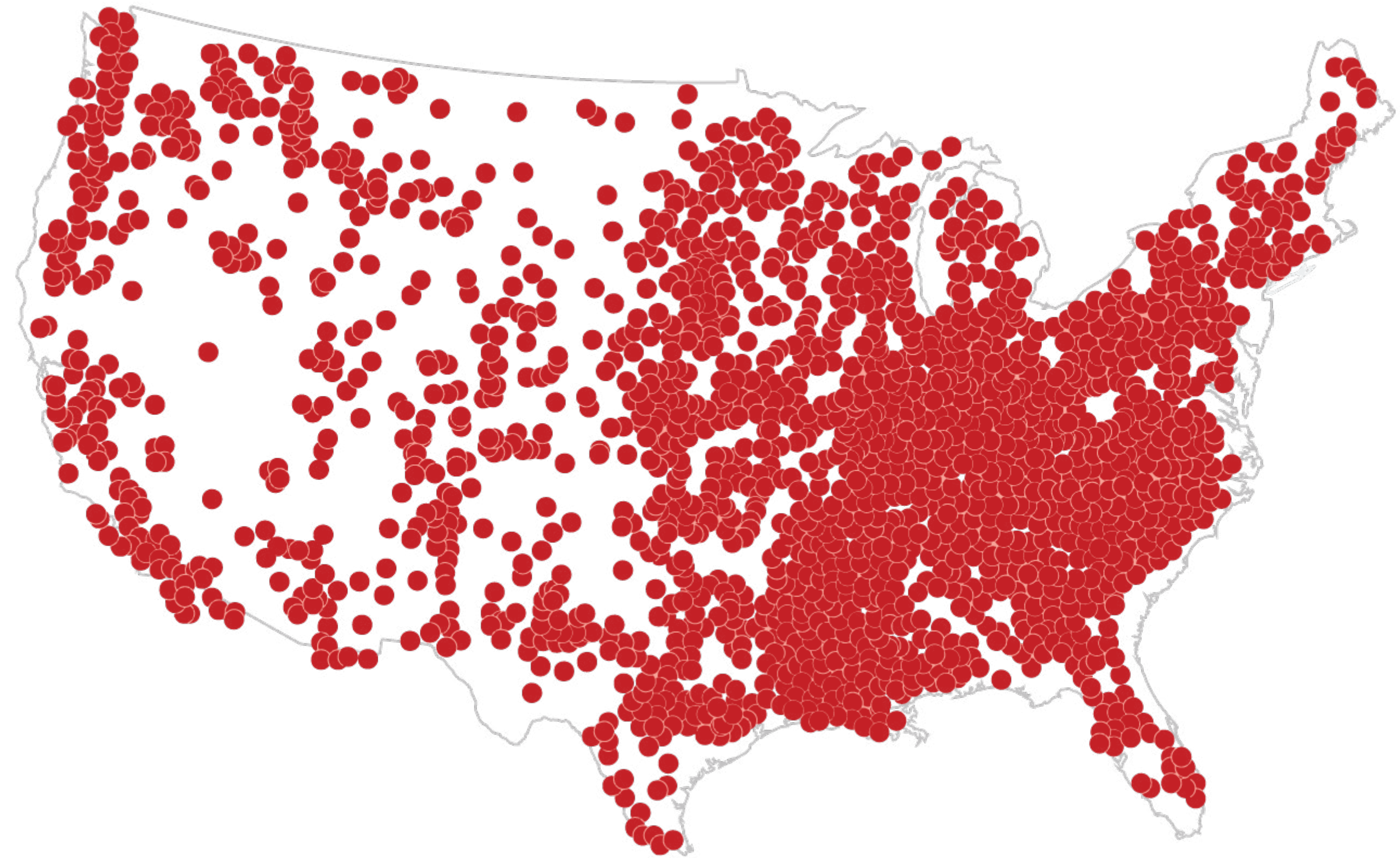
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About Us

RedSail Advantage Solutions harnesses data insights and the power of pharmacy, patient, and provider engagement programs to help businesses reach their most likely customers. RedSail delivers impactful communication and engagement solutions to reach the right audiences efficiently and effectively.

Our solutions combine audience targeting capabilities with valuable data insights, enabling businesses of any size to reach audiences that are highly engaged and receptive to brand messaging.



RedSail Advantage Network at a Glance

~12,000+

Pharmacy Locations

Many locations in underserved markets where independent pharmacists are the primary healthcare provider

~70M+

Monthly scripts

~ 10M+

Unique Patients Served Monthly

18,000+

Physician Offices

50,000+

Physicians

Who Is RedSail Technologies?

At RedSail Technologies, our mission is to elevate the role of pharmacy and the health of communities by building the most clinically advanced and financially sustainable pharmacy network in the country.

Simply stated, our reach and uniquely integrated technology allow us to improve patient outcomes.

- Premier partner to independent, regional chain, enterprise, long-term care, outpatient, physician clinic, HME/DME, and specialty pharmacies alongside pharma, payer, and strategic industry partners
- Largest and fastest-growing independent pharmacy network
- Unmatched end-to-end technical infrastructure for independent pharmacy





RedSail Advantage Difference

Extended Reach

Tap into the largest provider and independent pharmacy network through a single point of contact.

Precise Targeting

RedSail Advantage solutions target pharmacies, patients, and providers across both digital and physical platforms. By targeting audiences, brands can improve impact and engagement.

Easy Campaign Planning

Clients can work with the RedSail Advantage Solutions team for white-glove service to get campaigns up and running.

Seamless Media Buying

RedSail Advantage Solutions offers a cross-platform inventory so clients can access all our pharmacy and provider channels with a single media buy.

Integrated Technology

RedSail's unique, tightly integrated platform can increase patient engagement through trusted pharmacies and providers.

Proven Value with Data Insights

RedSail enables customized programs with unmatched data access that drive needle-moving results. We report results so clients can see exactly how RedSail Advantage Solution programs have supported their brand and goals.

Markets We Serve

At RedSail Technologies, we know every audience is unique and every partner has a different story to tell. We can help businesses across healthcare sectors by serving the right messages to the right audiences. Some of the markets we serve include:





Client Benefits



Reach

Reach an untapped, highly engaged, expert audience with targeted, strategic communications.



Respect

Improve your impact when you leverage our deep understanding and connection with independent pharmacies' potential and challenges.



Relevancy

Maximize your investment across channels by placing content in front of interested decision-makers.



Results

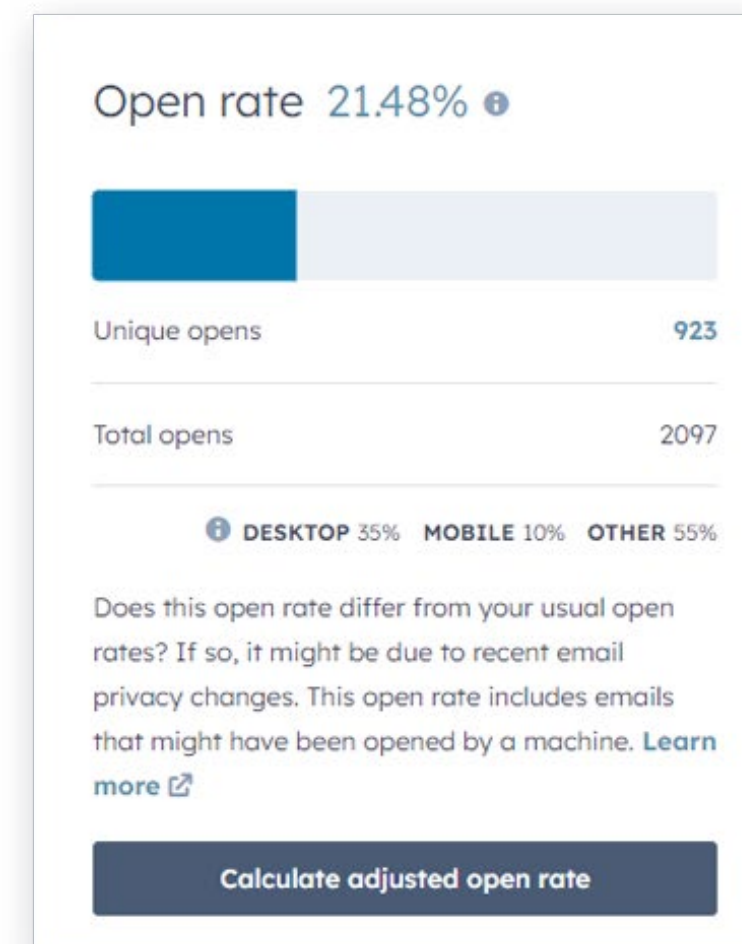
Meet robust goals by leveraging new channels.

Delivering Audiences

RedSail Advantage delivers data-informed, multi-channel marketing solutions backed by measurable proof of performance, connecting clients with their target audience to deliver results that matter. We bring a unique combination of software, digital, and physical channels, proprietary data, and integrated technology supported by high-quality service.

Our Data

RedSail Advantage uses data analytics to ensure clients reach their intended audience, instilling confidence irrespective of the messaging channel. We furnish evidence of campaign effectiveness aligned with objectives, reassuring clients that they're reaching the right audiences. Example metrics include impressions, open rates, and click-through rates.



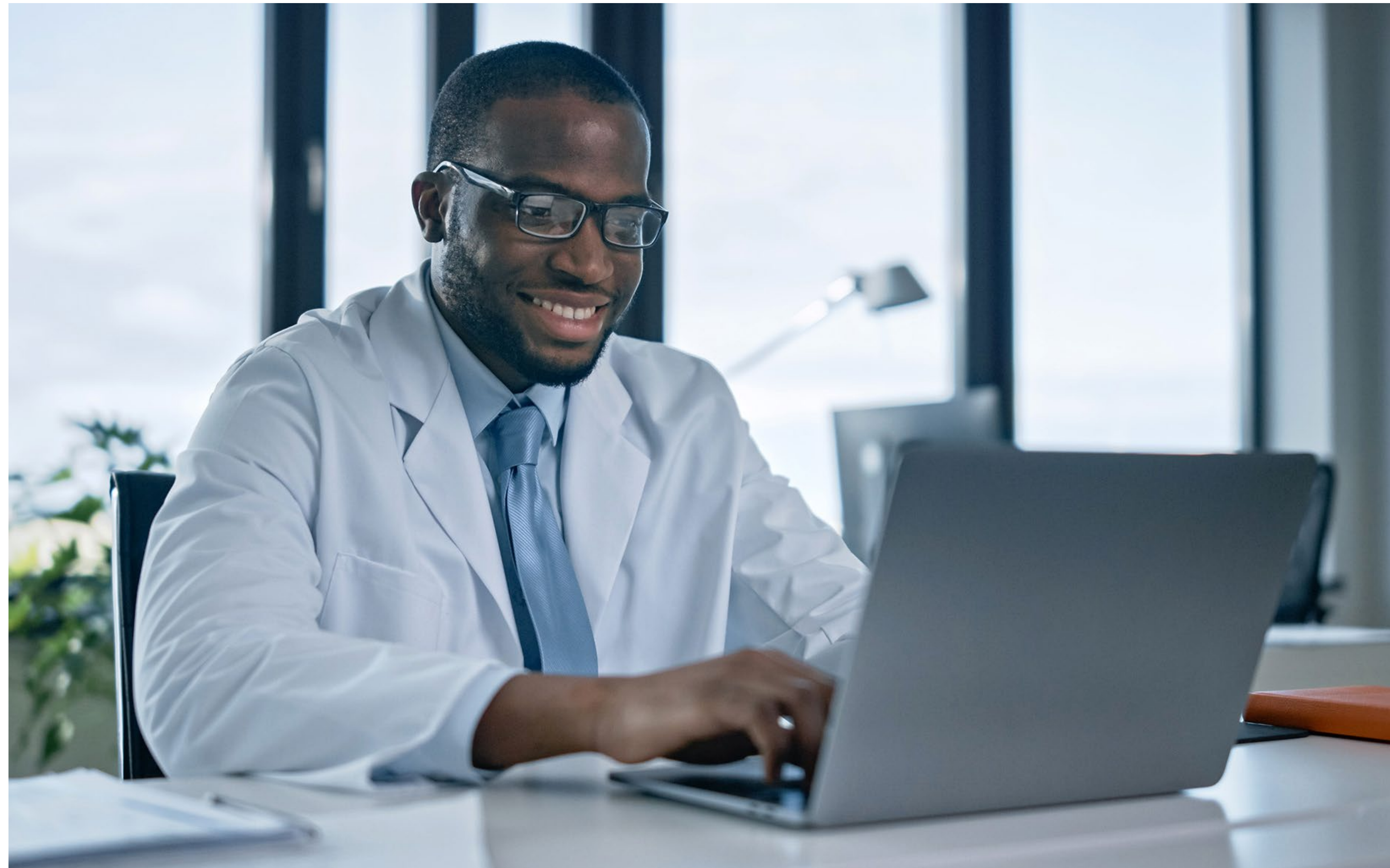
CONTACT	Engagement
Maria Houtz mhouth@ulbhart.com	30+
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Jill Porter jporter@willbmg.com	26



Our Technology

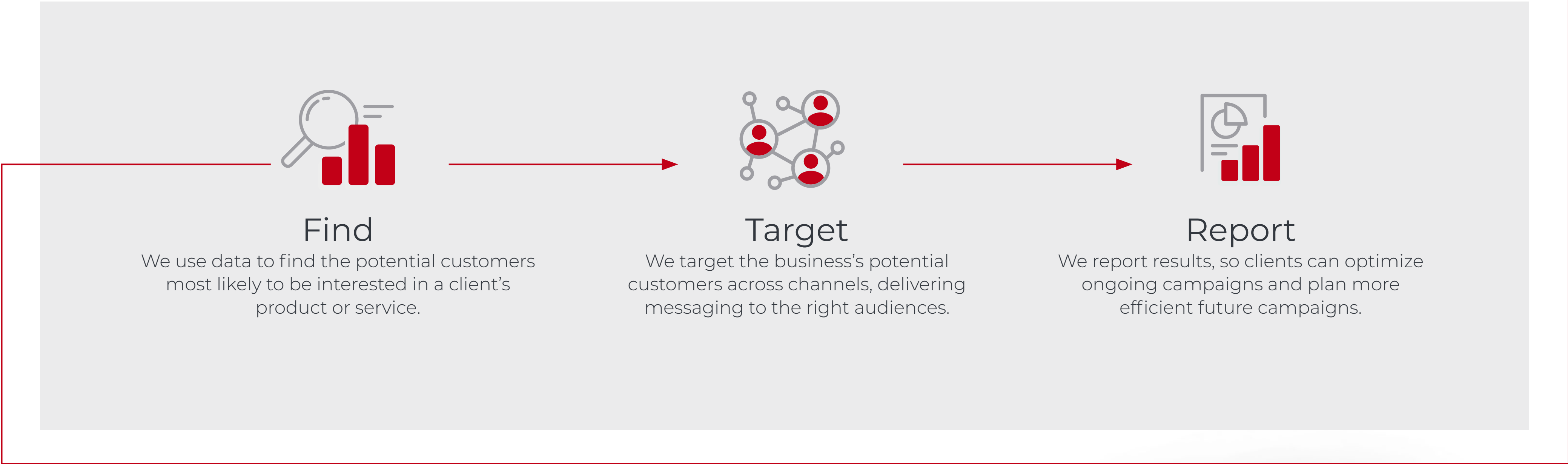
RedSail's unique technology platforms provide ideal channels for healthcare messaging. Communications can be delivered at a time and place of real relevancy to the audience. Our technology allows:

- Integrated, omni-channel campaigns leveraging pharmacy management software, customer support portals, company communications platforms, and patient engagement tools
- Unparalleled insight into audience metrics using our unified data store
- Ability to monitor and adjust reports and feedback at all steps for continuous improvement



Our Approach

The RedSail Advantage pharmacy engagement approach is designed to maximize each client's results. Our multi-part equation helps you reach and engage potential customers. We offer high-involvement program development to determine your needs and specifications, as well as highly detailed demographic targeting and delivery of multiple communication touchpoints. We close the loop with robust reporting of exclusive data insights.



Pharmacy Engagement Offerings

Our multi-channel pharmacy engagement helps connect brands to their audiences in a meaningful way. By placing messaging within high-quality, brand-safe environments tailored specifically to pharmacists, patients, and providers, we help brands reach audiences through content they already know and trust. Your messaging will be seen by the right audience at the relevant time.



Pharmacy Management System Banner

Support Portal Home Page Banner

Physician Portal Banner

Pharmacy Newsletter Banner

Pharmacist Care Goal

Email

Text Message

Printed at Pharmacy

Direct Mail

Pharmacy Management System Banner

DIMENSIONS

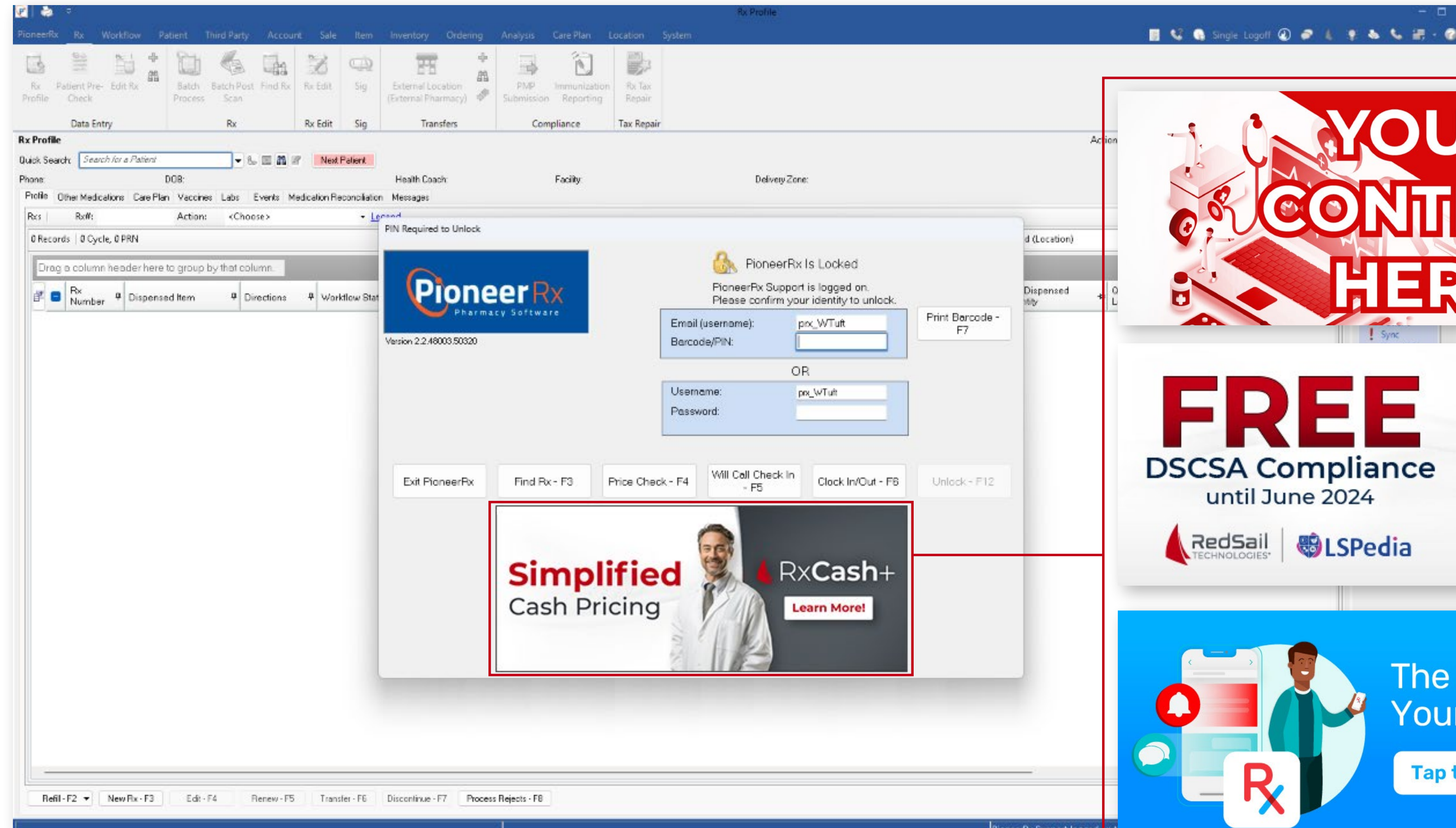
530 x 214px (exact)

72dpi

FORMAT

.png (no transparency)

3-part URL for linking



YOUR CONTENT HERE

FREE
DSCSA Compliance
until June 2024

RedSail TECHNOLOGIES | LSPedia

Click here to learn more and enroll today

The Convenience
Your Patients Want

Tap to see RxLocal Mobile

Support Portal Home Page Banner

DIMENSIONS

477 x 628px

72dpi, .jpg

COPY

Email or Word document

The screenshot displays the Hub Support Portal interface. On the left is a navigation sidebar with categories: RESOURCES (Customer Forum, Downloads, Knowledge Base, Product Guides, Product Ideas, Regulatory Documents, Release Notes, Training Materials, Webinars and Presentations), MY ACCOUNT (Account Management, Case Management, Pharmacy Services, PowerLine Plans, Ricoh Supplies), and NEWS GATEWAY (Events, Integra News, QS/1 News, FoQus Docuseries). The main content area features a search bar, social media icons, and user information. It is divided into several sections: 'Highest Rated Knowledge Base' with articles on price tables, end-of-year procedures, and report field status; 'Highest Rated Forum Posts' with discussions on transaction history and text messaging; 'Representatives' section for customer success; 'Open Cases' table (currently empty); and 'Tips & Tricks' including document vaccinations and appeals forms.

Websites
Powered by Storbie®

Easy, Effective Websites for Pharmacies

Want to elevate your pharmacy's online presence and drive business growth? [RedSail Websites](#) offers easy-to-build websites that enhance your digital presence.

[Learn More](#)

Physician Portal Banner

DIMENSIONS

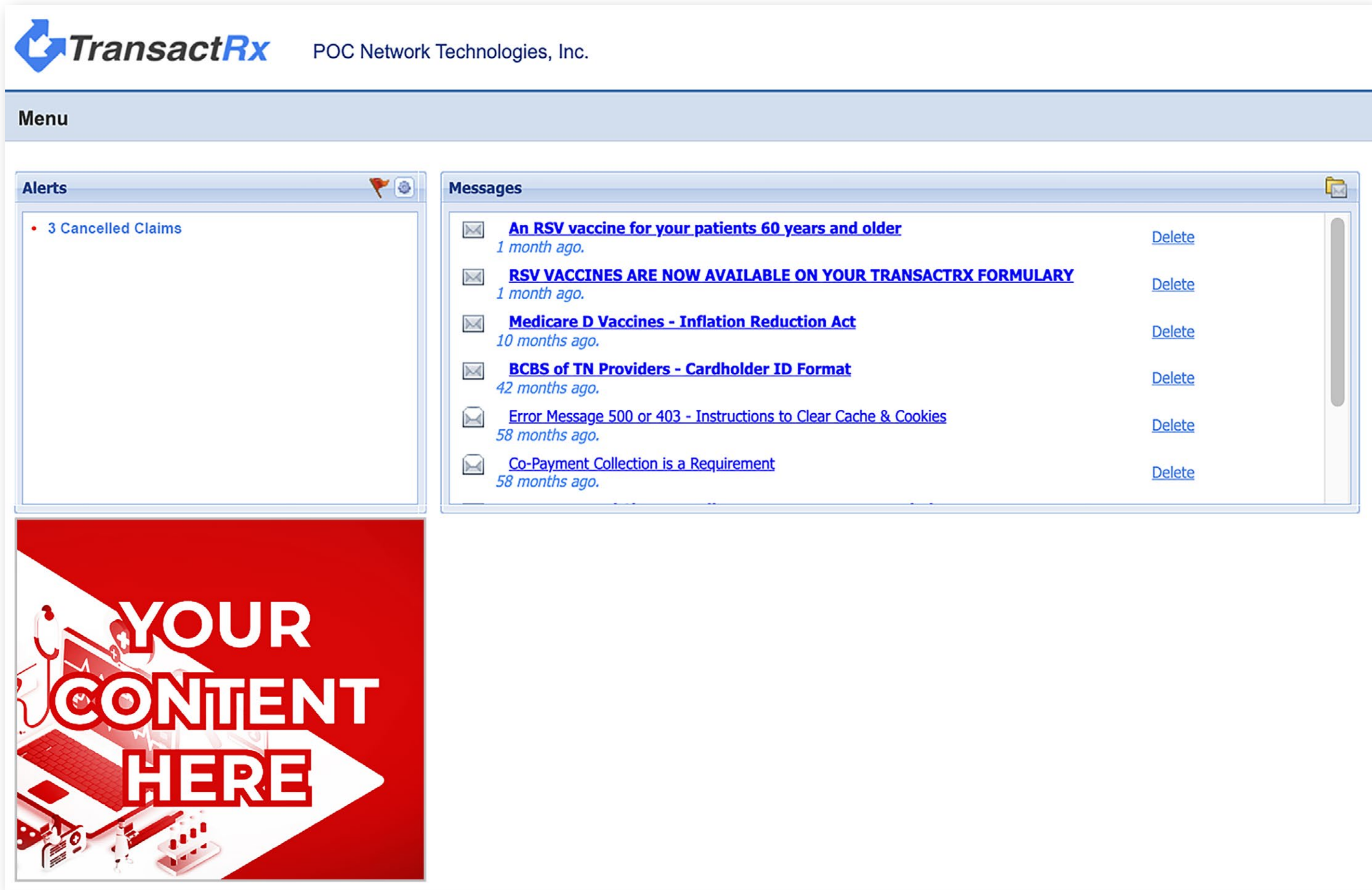
300 x 250px

72dpi

FORMAT

.jpg

HTML5



Pharmacy Newsletter Banner

DIMENSIONS

1200 x 540px

72dpi

IMAGES

Individual .png w/ transparency or .jpg

COPY

Email or Word document



NEXT WAVE
PHARMACY NEWSLETTER

PioneerRx
RxLocal

COVID-19 VACCINE
INFLUENZA (FLU)
HEPATITIS A

RedSail Launches New Vaccine Messaging through RxLocal Educate

Education is key to medication adherence and patient outcomes. RedSail's RxLocal Educate teaches patients how to start and stick to their medications by sending SMS text messages directing them to online educational content. On average, patients who view this material increase adherence by 6-8%, adding directly to your bottom line.

Pharmacist Care Goal

COPY

Email or Word document

Recommended maximum 2,200 character count (to reduce scroll)

Care Action

Action Required for Michael Scott

Complete the required care action below. If you need to edit the full care goal or action, select Edit Care Goal - F2 below. Otherwise, on the following pages, select who is picking up and select the appropriate result. If you need to skip the care action, select skip below and select the appropriate care goal status.

G Test (Due Now)

Medications:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultricies, nisi et sollicitudin commodo, risus lacus luctus est, eget imperdiet risus arcu eu nisi. In hac habitasse platea dictumst. Nam ac dolor facilisis ante luctus porttitor at bibendum ligula. Praesent pharetra pulvinar tortor. Etiam tempus nulla mi, in facilisis ligula dictum eu. Duis magna enim, vulputate id urna ut, congue pharetra lacus. Donec tortor nisl, elementum sit amet dolor sed, porttitor tincidunt tellus. Sed porta mollis pellentesque. Proin tristique nisl sed egestas congue. Nam ullamcorper tellus a neque condimentum, vel gravida dolor faucibus. Integer felis quam, pretium ac molestie in, fringilla a nisi. Ut ut orci metus. Proin lobortis fringilla dolor, congue placerat lorem vulputate sed. Cras vel sagittis diam. Maecenas et mi sit amet risus vestibulum vestibulum.

Pellentesque pretium turpis sed est semper facilisis. Praesent porta nibh vulputate risus laoreet, vel iaculis velit sodales. Integer sagittis mauris mauris, id maximus ipsum mollis ac. Morbi sodales augue non dui ultricies, et consequat magna maximus. Donec vehicula massa odio, ut interdum nunc porttitor et. Maecenas eget tempus risus, quis dictum augue. Vivamus eros enim, consectetur ac velit id, ornare porttitor nisl. Praesent turpis metus, faucibus at justo ac, hendrerit ullamcorper lorem. Suspendisse potenti. Phasellus commodo ullamcorper ipsum, at lacinia eros. Quisque efficitur faucibus scelerisque. Proin sed ipsum turpis. Sed et fringilla odio. Fusce libero mi, dapibus et nulla ut, egestas hendrerit metus. Nullam nec mattis leo, non dictum lacus. Etiam nunc tellus, interdum sodales venenatis ut, pulvinar nec mi. Pellentesque imperdiet facilisis eleifend. Phasellus ut imperdiet nisi. Proin interdum commodo magna in efficitur. Cras a libero imperdiet, ornare arcu vel, semper justo. Phasellus commodo lorem et ligula sodales, commodo malesuada tortor consequat. Nullam sodales sapien lectus, eu ultricies lorem rutrum sit amet. Sed at dignissim dolor. Donec rhoncus at ex in consequat. Proin congue euismod ipsum, ac accumsan sem eleifend

Notes:

Edit Care Goal - F2 Print Action Reports - F3 Next - F12 Back - ESC

Email

DIMENSIONS

Email displays at 600px wide

HTML CONTENT

- HTML file built for email: <table> format and inline styles only (no global styles or <style> tags, classes, ids, or conditional statements outside of <body> or <table> of code)
- HTML links to hosted images
- Full URLs for CTAs

CONTENT BUILD Images & Colors

Individual .png with transparency or .jpg

Export graphics at 2x size for Retina displays

Examples:

Export graphics at 1200px wide

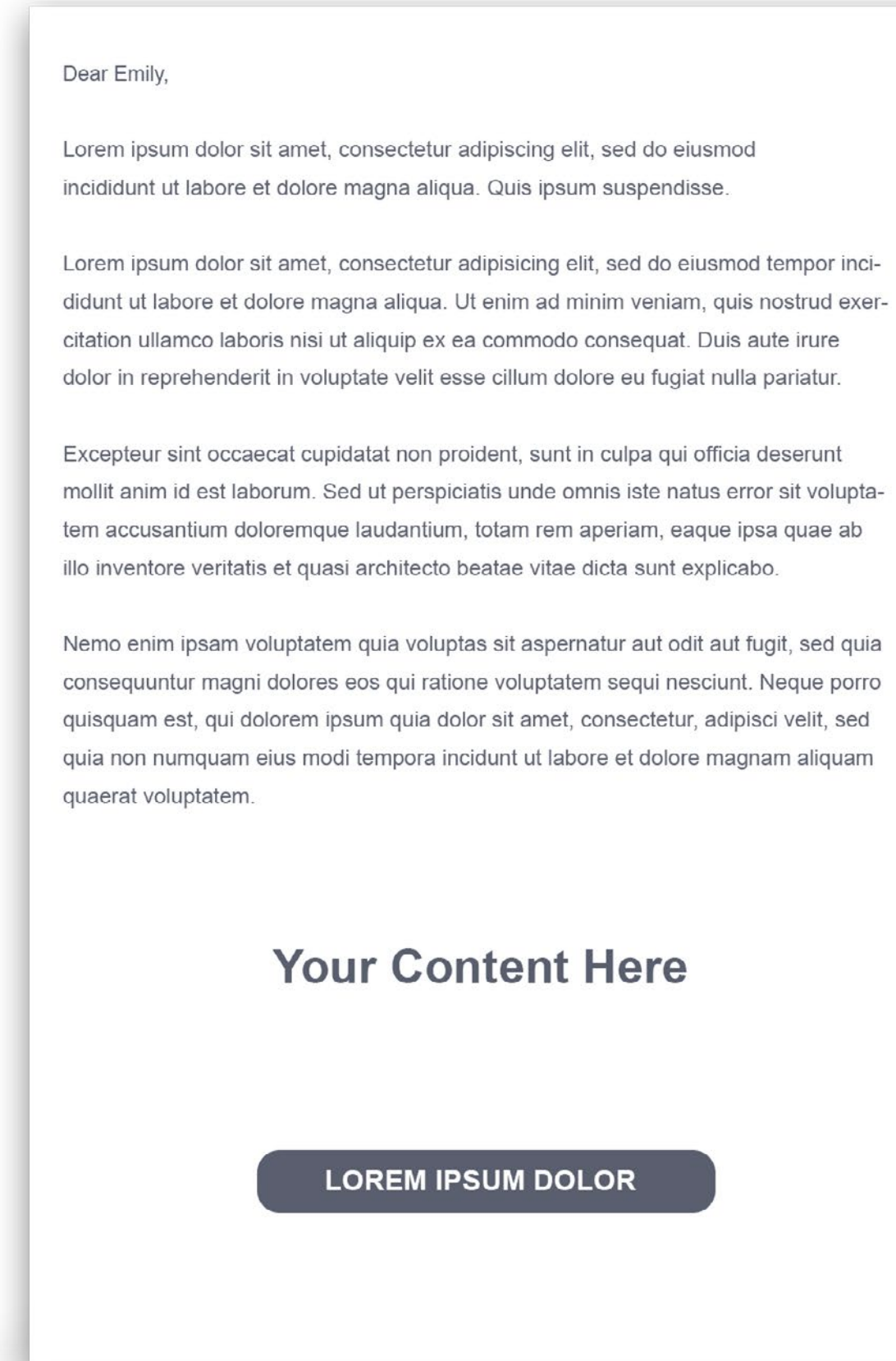
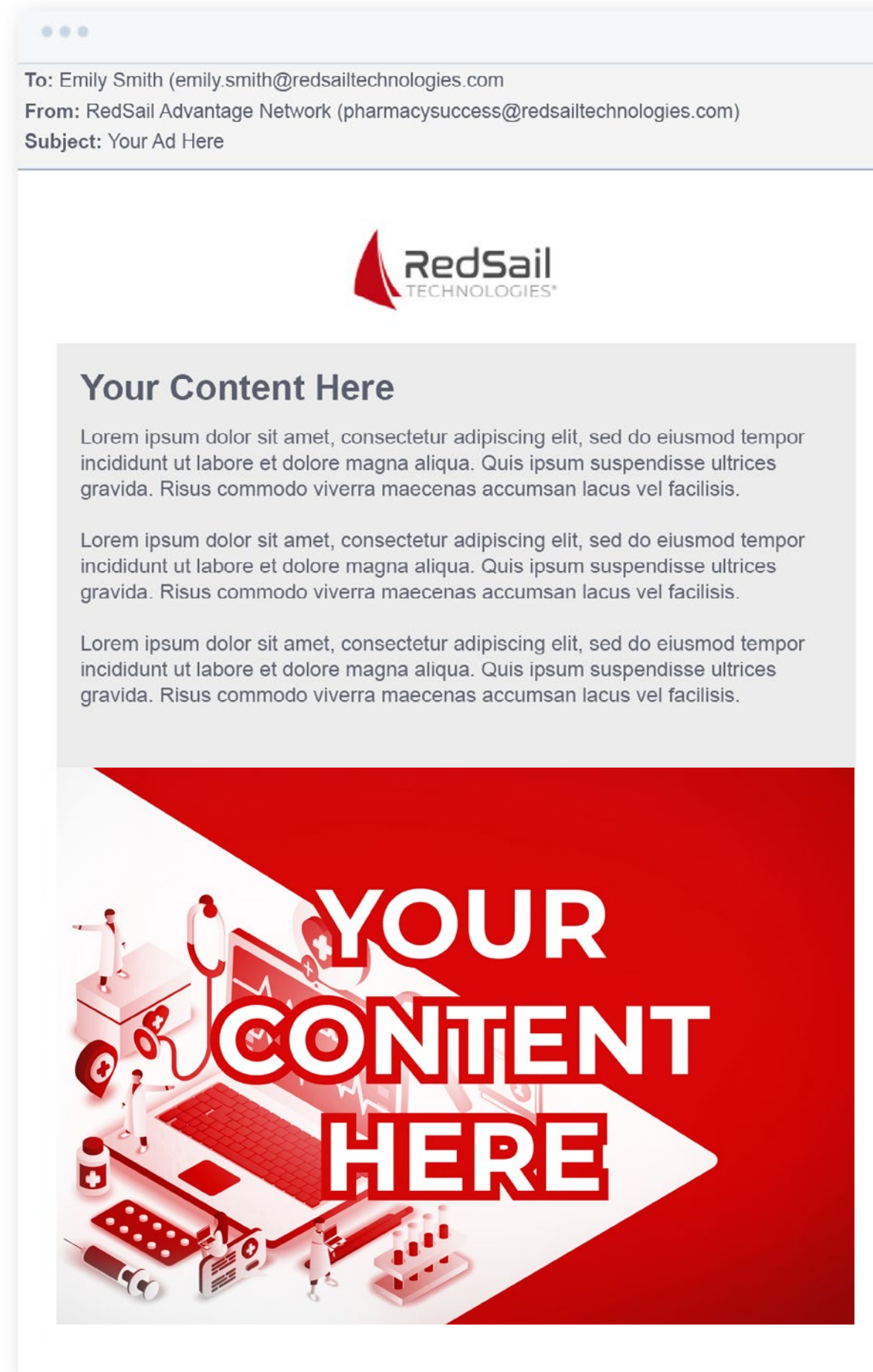
Export 100 x 100px icons at
200 x 200px

Layout example .pdf or .jpg

List of Hex values for backgrounds and text

Copy

Email or Word document



Text Message

COPY

Email or Word document

160-character segment

URLs for linking



Printed at Pharmacy

DIMENSIONS

8.5" x 11"

IMAGES & COLORS

Black and white

Layout example .pdf or .jpg

COPY

Email or Word document

— GUARDING YOUR HEALTH —

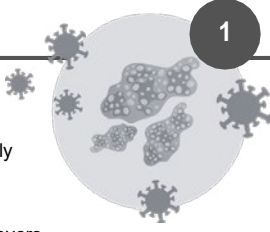
SHINGLES

PREVENTION TIPS

WHAT IS SHINGLES?

Shingles is a viral infection that typically causes a painful rash. **The rash can be excruciatingly painful and blistering** that can appear anywhere on the body but generally starts on the back.

If you had chickenpox, then you have the shingles virus inside of you. After a person recovers from chickenpox, the virus stays dormant (inactive) in the body and can reactivate years later, causing shingles.



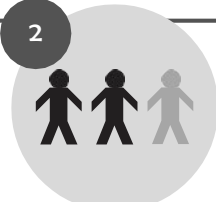
1

WHO IS AT RISK?

Over 99% of adults 50 years and older already have the virus that causes shingles inside of them, and it can reactivate at any time.

Nearly **everyone ages 50 years and older is at risk** for shingles, no matter how healthy they may feel.

1 in 3 people will get shingles in their lifetime.




2

HOW LONG DOES SHINGLES LAST?

The rash will blister and scab in 7 to 10 days and clear up within 2 to 4 weeks. Shingles is caused by the varicella zoster virus (VSV) - the same virus that causes chickenpox.

Shingles can lead to serious and long-lasting complications, such as: postherpetic neuralgia, nerve pain that can persist for months or years after the resolution of the rash.

1 in 10 adults affected by shingles will be left with pain that lingers after the rash clears up.

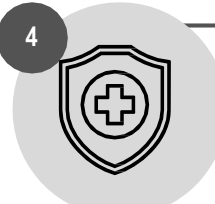


3

IS SHINGLES IS PREVENTABLE?

The good news is that shingles can be prevented with vaccination. Protect yourself from shingles.

Shingles is unpredictable. It can strike at any time, for instance on an important milestone event like a family event or vacation. Protecting yourself from shingles can prevent having to put life on hold or miss important events or endure unnecessary pain or suffering.

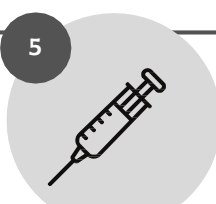


4

HOW CAN I PROTECT MYSELF?

There are a lot of things you can't prevent as you age, but shingles can be prevented by getting vaccinated.

Talk to your pharmacist about your options or to schedule an appointment.



5

References:
1. Shingles (herpes zoster): signs and symptoms. Centers for Disease Control and Prevention. Accessed February 26, 2024. www.cdc.gov/shingles/about/symptoms.html
2. Harpaz R, Ortega-Sanchez IR, Seward JF. Advisory Committee on Immunization Practices (ACIP) Centers for Disease Control and Prevention (CDC). Prevention of herpes zoster: recommendations of the Advisory Committee on Immunization Practices (ACIP). *MMWR Recomm Rep*. 2008;57(RR-5):1-30.
3. Standards for adult immunization practice. Centers for Disease Control and Prevention. May 2, 2016. Accessed February 23, 2024. www.cdc.gov/vaccines/hcp/adults/for-practice/standards/index.html
4. Standards for practice: vaccine administration & referral. Centers for Disease Control and Prevention. May 2, 2016. Accessed February 26, 2024. www.cdc.gov/vaccines/hcp/adults/for-practice/standards/referral.html
5. Kirchhoff SM. Selected Health Provisions of the Inflation Reduction Act. Congressional Research Service. 2022;1-3. Accessed February 24, 2024. crsreports.congress.gov/product/pdf/IF/IF12203
6. Centers for Disease Control and Prevention. Shingles (herpes zoster): clinical overview. Reviewed October 5, 2020. Accessed May 10, 2022. <https://www.cdc.gov/shingles/hcp/clinical-overview.html>

Direct Mailer

DIMENSIONS

- 6x9"
- 300 dpi
- .125" bleed
- Include cropmarks

FORMAT

.pdf or .jpg



Want More Reach and Impact? Contact Us

RedSail Advantage Solutions offers unique benefits for partners. You'll easily amplify message impact with access to 11,500+ pharmacies, 50,000+ providers, and their patients – at the moments your communications are most relevant.

RedSail's extensive reach into untapped markets, our integrated and distinctive technology channels, and our high-service approach will provide positive, measurable results.

Let's explore how RedSail Advantage can meet your program needs.

For More Information

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