



Your Medication.  
Delivered.



**INCREASE**  
VOLUME



**GROW**  
REVENUE PER 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.

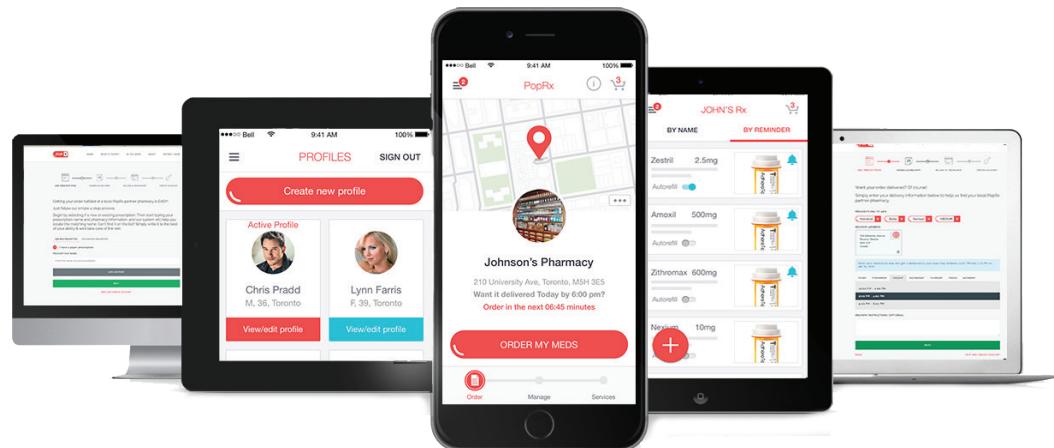
### WHY MOBILE?

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?

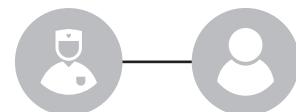
With PopRx's full suite solution, your patients and customers are connected to your pharmacy and keep engaged with their health and your business, all from their mobile phones.

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



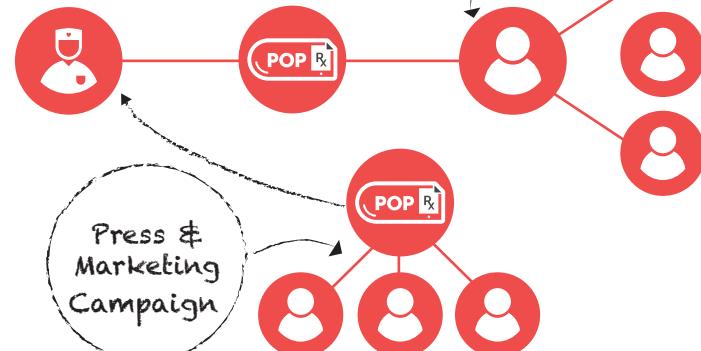
### THE POWER OF POPRX

#### 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

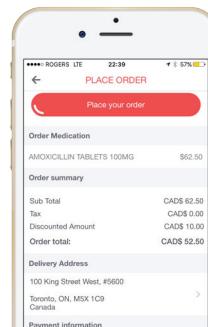
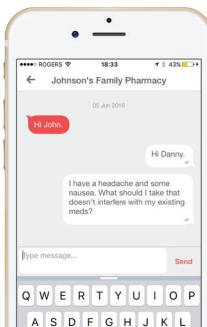
- 1 You add your existing patient to the program. Show them the hottest toys on the market.
- 2 They add their family and friends to your pharmacy. They love their experience with you.
- 3 We support your pharmacy with marketing, promotions and advertising. We pay the cost.
- 4 You grow your business.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

## 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.

## 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.

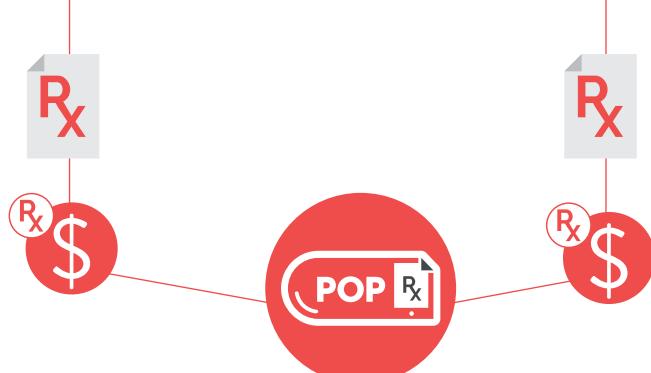
### PRESS



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.

### TELEHEALTH PARTNERS

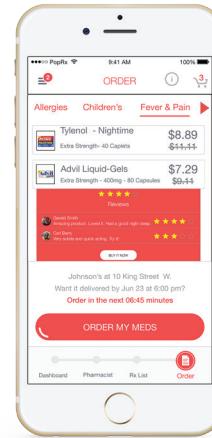
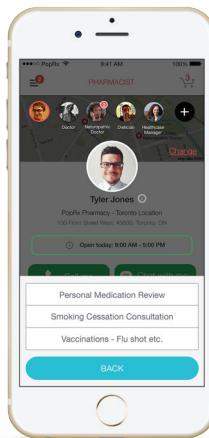
#### ASK THE DOCTOR?



## 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.



### 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.

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

### 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.

## OUR PERKS

#### MULTI-FAMILY PROFILES



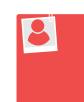
Not every household is the same, so we wanted to make sure we could include everyone on PopRx. Users can upload up to 6 family members and manage their family's health.

#### 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 InnoviCares card (in-app) so that patients always get the best deal and keep coming back to you.

# PHARMACY DASHBOARD

This screenshot shows the POP Rx Patient Database. At the top, there are tabs for PATIENT, ORDER, ORDERS HISTORY, and JOHNSON'S. Below the tabs, it says "Patients" and shows a profile for "John Smith" with an email address "JOHN@MAIL.COM" and gender "MALE". There are buttons for PROFILE, MED LIST, RECORDS, INSURANCE, ALLERGIES, HISTORY, and CHAT. A section titled "3 MEDICATION ADDED" lists three medications: AMOXICILLIN TABLETS 100MG, VIAGRA, and TYLENOL REGULAR STRENGTH TAB 325MG. Each entry includes columns for IDN, REFILLS LEFT, STRENGTH, and QUANTITY. Buttons for "ADD NEW MEDICATION", "Cancel", and "SAVE" are at the bottom.

This screenshot shows the POP Rx Create Order interface. At the top, there are tabs for PATIENT, ORDER, ORDERS HISTORY, and JOHNSON'S. Below the tabs, it says "Create Order" and shows a progress bar at "STEP 2". A section titled "2 MEDICATION ADDED" lists two medications: AMOXICILLIN TABLETS 100MG and LIPITOR. Each entry includes columns for IDN, COST, REFILLS ALLOWED, STRENGTH, QUANTITY, and AMOUNT DUE. Buttons for "LOAD FROM MED LIST", "ADD MEDICATION", "Cancel", and "SAVE" are at the bottom. The total amount due is listed as \$128.31.

## PATIENT DATABASE

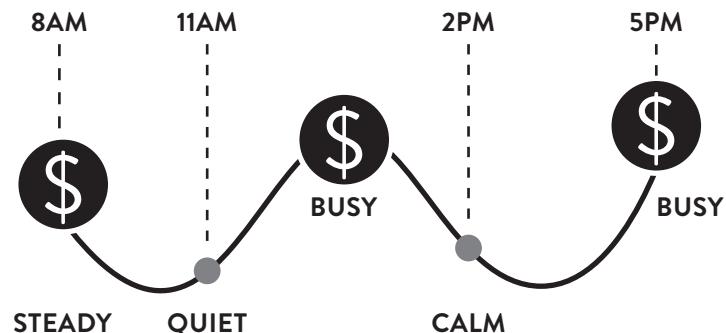
Manage your entire patient database to see their order history, allergies, insurance details and medication profile. The patient needs to adjust their dosage? A couple of clicks and the modifications are complete for both patient and pharmacist.

This screenshot shows the POP Rx Adherence Dashboard. It features a large title "Adherence Dashboard" with a red arrow pointing to the screen. The dashboard displays various metrics: "7465 Adherence Score total", "+40 Today", "72 Medication|Pills Total", "3 Today", "45% 70%", "Overall statistics" with line graphs for "Missed Reminders", "New Reminders", and "Pills Taken", and "Most Active Patients" with a list of names: Jessica Alba, Mark Zuckerberg, Satya Nadella, Marissa Mayer, Dr. Dre, and Sylvester Stallone. The dashboard is presented on a sleek iMac-style computer.

## REPORTING

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

### REGULAR PHARMACY WORKFLOW



### POPRX HARMONIZED WORKFLOW



### HARMONIZED WORKFLOW

Increase store efficiency with our streamlined order processing. Have some downtime in the pharmacy? Orders are received even after all the line-ups are gone.

## 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.

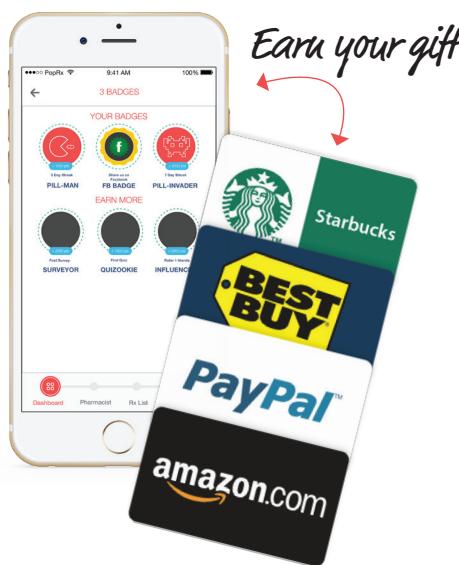
## LOYALTY PROGRAM



### CANADA'S 1<sup>ST</sup> ADHERENCE BASED LOYALTY PROGRAM

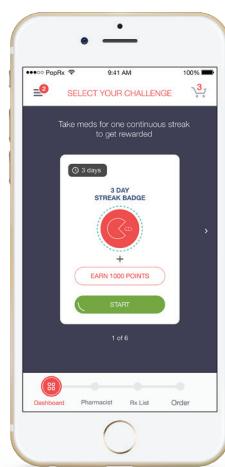
Keep your patients engaged with their health, by rewarding points for taking their medication.  
It's like "Air Miles" for your pharmacy.

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 Horton's, 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.



## WHAT MEDIA SAYS ABOUT US



Bloomberg



> canotech letter

CANADIAN BUSINESS



**itbusiness.ca**  
Business Advantage through Technology



TECHVIBES



Winnipeg Free Press



MY 88 YEAR OLD GRANDMOTHER USES AN IPHONE, I CAN SEE HER USING THIS.

NICOLE VERKINDT  
FOUNDER, OMX

Users love PopRx

PopRx Saves the Day!

Careless after an accident and not being able to get to a pharmacy, I decided to try the App. Worked great and no delivery charges!!! This is such a great app especially during our cold Canadian winters.

FARAH BEE  
Customer, Winnipeg

'Uber of prescriptions'  
PopRx hits T.O.

In other app news, new tech start-up PopRx announced yesterday that it is now able to service the Greater Toronto Area. PopRx, the Uber of prescriptions, is a free app that delivers your prescription medications with just a picture on your phone. Not only is it easy and fast, it's free.

First launched in Winnipeg, PopRx was met with astounding market demand and was the first successful pitch on the new CBC Dragon's Den NextGen.

— 24 HOURS

### CONTACT INFORMATION

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