MMS - Drug Topics Email Blast Layout Content Order for September 16, 2020


link PrimeRx logo to <https://www.micromerchantsystems.com/software/primerx>



Link banner to <https://www.micromerchantsystems.com/interface/real-time-prescription-benefit-by-surescripts>

Intro paragraph:

PrimeRx™ is changing the way pharmacies service their patients and interact with providers. PrimeRx™ now offers its pharmacy management software users Real-Time Prescription Benefit by Surescripts®.

**What is Real-Time Prescription Benefit** (blue web color is #0979b9)

[Real-Time Prescription Benefit (RTPB)](https://ntsy.maillist-manage.com/click.zc?od=27218d28c96aa859e8fa8947f7c9193a91185630859ca1fd0&repDgs=16cf65f7f30d788d&linkDgs=16cf65f7f30d60fd&mrd=16cf65f7f30d77c3&m=1) provides access to patient-specific medication benefit information directly from the patient’s benefit plan. This new solution reduces the administrative burden on pharmacists and their staff by returning options that are on the patient’s formulary.

**Key Advantages**

**With Real-Time Prescription Benefit, pharmacies can:**

* Increase first-fill compliance and reduce medication abandonment by offering patients affordable medication alternatives
* Realize operational efficiencies by reducing the back-and-forth communications with benefit plans and prescribers
* Reduces, or eliminate, reverse/rebill fees by intervening on the front of the prescription filling process
* Improve pharmacy payer compliance and reduce DIR fees

**Here is an example of how RTPB works**

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Link slide to <https://www.micromerchantsystems.com/interface/real-time-prescription-benefit-by-surescripts>



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<https://micromerchantsystems.com/primerx/dtopics/rtpb/>

to learn how the **PrimeRx™ Pharmacy Management System with RTPB** can change how you provide services to your patients.

Email Footer:

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Link logo to <https://www.micromerchantsystems.com/>

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