

For Immediate Release

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President & CEO of CareSpeak Communications Serge Loncar talks at NASP about “The Impact of Mobile Technologies on the Specialty Pharmacy Industry”

San Antonio, TX, October 14, 2013 — The National Association of Specialty Pharmacy (NASP) held its second Business Exchange in San Antonio, Texas from October 14 to 16th. Specialty pharmacy is the fastest growing segment in the industry today. Innovations in drug discovery, drug delivery systems, advanced monitoring techniques, and informatics have all increased the need for advanced specialty pharmacy. According to Albert Thigpen, SVP of Pharmacy Operations and Industry Relations at Catamaran, by 2018 it is estimated specialty pharmaceuticals will account for nearly half of the 100 top-selling medications on the market. The average per patient per year cost for a specialty medical therapy is estimated at around \$35,000 to \$75,000.

“Mobile health (mHealth) solutions present a significant opportunity for Specialty Pharmacy” said Serge Loncar. “It makes a “high-touch” environment more efficient as the pharmacist can communicate with the patient via their most personal accessory, their mobile phone. mHealth solutions are a marketing differentiator vis-à-vis payers and providers, can generate a high ROI with just one incremental annual fill and represent an incremental revenue channel by offering brand specific programs for pharmaceutical manufacturers.”

What are specialty drugs? While there is no clear consensus on the

definition however according to the EMD Serono Specialty Digest 9th Edition, three key elements define a specialty drugs: high cost, difficult medication delivery and/or complex treatment regimen. Common disease states managed by specialty pharmacies include oncology, multiple sclerosis, rheumatoid arthritis, Crohn disease, HIV/AIDS, hepatitis C, organ transplant, and growth hormone disorders, among others.

Loncar further explained why CareSpeak chose to stick to two-way texting as a primary communication channel with patients. “Consider that about 50% of the health care cost is generated by 5% of the population which tends to be less educated, poorer and older. If you then take a look at smartphone penetration with that population vs. text messaging, you will see that there is two to three times higher penetration for texting vs. smart phones. Also, texting has become a more frequent mode of communication than voice calls on mobile phones. Texting has become part of everyone’s daily behavior.”

About CareSpeak Communications

*CareSpeak Communications is a mobile health (mHealth) company and the creator of the **mobile Health manager™**, a patient engagement, medical therapy management and care coordination platform designed to improve patient outcomes. CareSpeak is a privately held company with offices in Somerset, NJ, USA and Zagreb, Croatia. More information is available at <http://www.carespeak.com>.*