ConnectiveRx

2025 Rate Card

PROFESSIONAL

Product	Core Price Per Transaction	Signature Price Per Transaction	REPORTING			Additional Creative Asset (price per asset)	NPI List Changes (price per list change)	Minimum Program Value (not contract value)
			NPI Level Reporting	3-Digit Zip Data	ROI Report			
Behavior-Based Email Brand Sponsored Email sent to HCPs with a history of writing Brand in the past 6 months	$ 0.80	$ 1.20	✓	N/A	✓	$ 10,000	$ 500	$ 60,000
PhysicianCare Direct Messaging Brand message sent to NPI target list HCP via in-workflow messaging channel (EHR inbox)	$ 3.00	$ 5.00	N/A	✓	With approval	$ 10,000	$ 2,000	$ 60,000
PharmacistCare Messages delivered to pharmacists and staff	$ 1.20	N/A	N/A	N/A	N/A	$ 10,000	N/A	$ 60,000
PhysicianCare eRx Brand message renders when target list HCP eRx Brands	$ 2.70	$ 4.70	✓	✓	✓	$ 10,000	$ 2,000	$ 60,000
PhysicianCare Login HCPs receive Brand message upon EHR login	$ 1.50	$ 2.50	N/A	N/A	N/A	$ 10,000	$ 2,000	$ 60,000
PhysicianCare OTC Delivery of a PhysicianCare with OTC-related messages	$ 1.50	N/A	N/A	N/A	N/A	$ 10,000	N/A	$ 60,000
PhysicianCare Pharmacy Select Informs HCPs about the top-choice pharmacy to fill a medication within the EHR workflow	$ 3.00	N/A	N/A	N/A	N/A	$ 10,000	N/A	$ 60,000
PhysicianCare Total Access Surfaces relevant education and content materials as deemed by the information in the patient record	$ 4.00	$ 5.00	N/A	✓	✓	$ 10,000	$ 2,000	$ 60,000
Prescriber/Pharmacist Email Email message delivered to prescriber and pharmacist audiences	$ 0.55	N/A	N/A	N/A	N/A	$ 10,000	N/A	$ 60,000
Real Time Patient Savings Brand's patient savings offer renders in real time with patient specific, out of pocket costs in eRx workflow	$ 7.50	N/A	N/A	N/A	✓	N/A	N/A	$ 60,000
Rx Renewal Reminder/Smart Dosing Brand's in-EHR workflow reminders to prescriber to refill medication	$ 4.00	$ 5.00	N/A	✓	✓	N/A	N/A	$ 60,000

PATIENT

Product	Core Price Per Transaction	Signature Price Per Transaction	REPORTING (where available)			Additional Creative Asset (price per asset)	NPI List Changes (price per list change)	Minimum Program Value (not contract value)
			NPI Level Reporting	3-Digit Zip Data	ROI Report			
CarePoints Provide patients picking up Brand with Sponsor Brand's message at the pharmacy	$ 1.15	N/A	N/A	N/A	✓	$ 10,000	N/A	$ 60,000
CarePoints OTC Delivery of a CarePoints with OTC-related messages	$ 0.65	N/A	N/A	N/A	N/A	$ 10,000	N/A	$ 25,000
EHR Patient Texting After Brand is prescribed, patient savings opportunities and clinical updates are generated in the EHR and sent directly to patients, their caregivers, or their guardians via SMS texting	$ 3.00	$ 4.50	N/A	N/A	N/A	$ 10,000	N/A	$ 60,000
ScriptGuide Patient messaging at POC (printed to patient, sent to patient portal), if it includes a savings offer then prescribers are alerted in their EHR and copay information is transmitted to pharmacy with the eRx	$ 2.80	$ 4.00	✓	✓	✓	$ 10,000	N/A	$ 60,000
ScriptGuide Vaccines Delivery of a ScriptGuide with vaccine-related messages	$ 1.80	N/A	N/A	N/A	N/A	$ 10,000	N/A	$ 60,000

	Analytics Product	Price Per Report (Delivered Quarterly)
Reporting	NPI Level Reporting (Connected Network Only)	$ 3,500
Reporting	3-Digit Zip Data	$ 3,500
Analytics	ROI Report	$ 25,000

Footnote: There is a $25,000 per program management and set up fee on all new programs except PhysicianCare and CarePoints OTC programs.