

About PharmaCares™

PharmaCares.org makes short-dated or surplus pharmaceutical products available to validated healthcare providers (HCPs) and not-for-profit organizations and clinics.

PharmaCares works just like a doctor's sample closet: It's stocked with surplus prescription and over-the-counter or soon-to-expire* products by pharmaceutical, biotechnology, and medical supply companies. Physician-led charities can access the secure PharmaCares™ online closet to order products, samples, vaccines, and medical supplies to help their organizations and the locations they serve.

PharmaCares offers healthcare companies an easy-to-use, easy-to-access outlet for donating their short-dated products, benefiting multiple customers including physicians, patients and health clinics. Manufacturers that donate these products are helping patients in need receive better healthcare.

In 2005, U.S. pharmaceutical manufacturers generated some \$4.4 billion worth of short-dated products. These products usually end up being donated or destroyed. The cost of donations or destruction is in the billions of dollars.

PharmaCares is designed to maximize the distribution of unused pharmaceuticals from manufacturers to healthcare providers that serve not-for-profits. Our goal is to partner with a wide range of pharmaceutical and healthcare manufacturers, associations, pharmacies and hospitals around the country to improve the quality of patient care.

PharmaCares Mission

To help underserved U.S. patient populations gain access to medicines and information to improve their health, while reducing the waste and costs associated with surplus or expired product.

PharmaCares is good for patients, good for pharma, and good for our planet.

How is PharmaCares Different?

PharmaCare connects non-profit groups and pharmaceutical companies and their products to Americans in need. While there are many non-profits focused on helping those in need of medical services, the majority focus on international aid. In some charitable organizations, only 5 percent of donations and aid go to Americans, even though the donors are American-based companies.

Product diversion and deterioration is a problem because of the difficulty in controlling donations when they leave a company and leave the country. According to an October, 2009, British Medical Journal study, only 56 percent of donations were appropriate for the receiving charity and only 12.5 percent of drugs requested by recipient organizations were received.

PharmaCares allows validated physicians and charities to choose the products they need from an available inventory in the United States. If a product is unavailable, an email request will be generated and sent to the company (or companies) that have the product.

In contrast, most non-profits that make products available only allow physicians to choose from available and often very limited inventory. Some non-profits send out pre-configured boxes of products, completely removing choice from the donation. Excess and unwanted products require appropriate destruction, at a cost to the recipient.

PharmaCares uses the industry-leading e-sampling software, SampleServer®, to facilitate the listing, ordering and inventory process. SampleServer® is time-tested, audited and PDMA- and Part 11-compliant.

How It Works

With a click on a mouse or a tap on an iPad or a smartphone screen, HCPs and registered-NGO representatives can access short-dated pharmaceutical products by logging in and requesting the products they need. Using PharmaCares™, doctors, nurse practitioners (NPs) and physician assistants (PAs) can access the PharmaCares virtual closet and see which short-dated products are available from all manufacturers.

PharmaCares posts all available product information in a password-protected section of the web site that only registered and validated healthcare providers can access. Individual company business rules determine the amounts of products or supplies available to each HCP. When HCPs order product, your existing distribution company fulfills the transaction.

Products listed in the industry-wide e-sample closet SamplesTogether™ will be moved into the PharmaCares sample closet when they reach the expiration date for office-based sampling. This maximizes prescription generation, maximizes the use of the medicine for those in need, and minimizes destruction costs.

Secure and Validated

PharmaCares validates every healthcare provider via SampleServer's existing validation engine, the most secure in the industry. Each user is given his own user name and password and can access his own secure pages to choose which products could be used for patients.

Built-In Relationship Marketing

PharmaCares isn't just a web site. It includes built-in relationship marketing and social media to ensure HCPs know about products as soon as they are available. In addition, PharmaCares is mobile-optimized so that physicians, NPs and PAs can access it anytime, anywhere.

Benefits of Participating in PharmaCares

Offering a wide range of short-dated pharmaceuticals to HCP-led not-for-profit entities makes it easier to distribute such products in a timely fashion and improve health in the communities that need them. Among the benefits of participating in PharmaCares are:

- Reduced costs affiliated with responding to individual donation requests
- Enhanced brand recognition within the healthcare industry and medical mission community
- Fewer samples to destroy
- Less pharmaceutical waste entering our water and soil.

Physician-led charities benefit with increased access to samples and supplies from several manufacturers on one easy-to-access, easy-to-use, secure web site.

Finally, and perhaps more importantly, patients benefit by receiving samples and medical supplies that they might not otherwise have access to and could improve their health.

Fee Structure

There is no fee for the HCPs that use PharmaCares. Instead, there is a flat 12 month per brand fee charged to the pharmaceutical companies that participate. Brand fees are set to cover expenses and costs. Any profit that is generated will be donated to entities focused on innovating in the healthcare industry.

Pharma Cares, Inc., supports the four core principles underlying the WHO Guidelines for Drug Donations:

1. A drug donation should benefit the recipient to the maximum extent possible.
2. A donation should be made with full respect for the wishes and authority of the recipient and be supportive of existing government policies and administrative arrangements.
3. There should be no double standards in quality: If the quality of an item is unacceptable in a donor country, it is also unacceptable as a donation.
4. There should be effective communication between the donor and recipient. Donations should be based on an expressed need and not sent unannounced.

About PharmaCares

PharmaCares was founded by the team at One Eleven Interactive Corp. One Eleven developed the industry-leading e-sampling engine, SampleServer®, which has been used by top-twenty pharmaceutical companies over the past 8 years. SampleServer® also powers the market leading m-sampling solution. SampleServer® allows validated healthcare providers to order samples via the Internet or via their smart phone/pda.

Interested in Donating Medical Supplies?

We'd love for you to participate in PharmaCares. Visit our web site to learn more about how to donate medicines and supplies or contact us for more information. As a PharmaCares partner, pharmaceutical companies have a corporate giving relationship with one of the most efficient and effective ways to get short-dated and surplus products into the hands of healthcare professionals for their patients in need.

For more information: www.pharmacares.org

Contact information: Janet Carlson, Founder and President, PharmaCares.

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IMPORTANT NOTE: Pharma companies not utilizing SampleServer®, SampleSites™ or SamplesTogether™ are welcome to participate in PharmaCares™.

* All products must have at least six months dating remaining prior to expiration date to be accepted for PharmaCares ordering and distribution.

** Pharma Cares, Inc. is organized as a for-profit corporation under Connecticut law.

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