

Armada Health Care Launches ReachRx OTM

An Online Therapy Management System for Specialty Pharmacies

May 2nd, 2011 - Armada Health Care is pleased to announce the launch of ReachRx OTM, a web-based specialty pharmacy therapy management system. ReachRx OTM enables pharmacies to optimize drug utilization and clinical outcomes while also providing enhanced patient care.

Armada developed its therapy management system based on close collaboration with pharmacies, biotech manufacturers, payors and physicians. Key features of ReachRx OTM include: patient support protocols, side effects management for specialty disease states, therapy discontinuation surveys and patient outcomes reporting.

The extensive reporting capabilities of ReachRx OTM assist pharmacies to optimize fiscal management, meet payor requirements and access biotech manufacturer programs requiring patient interventions and reporting. Reach Rx OTM is fully HIPAA compliant and integrates with most current pharmacy systems to enable secure and reliable patient interactions.

Through ReachRx OTM, pharmacies can achieve enhanced patient care along with eligibility to participate in Armada's groundbreaking compliance programs. To learn more about the ReachRx OTM system, please contact Armada Health Care at 973-564-8004 or info@armadahealthcare.com.

About Armada Health Care

Armada Health Care provides national, regional and local pharmacy providers with access to valuable programs and compliance-driven initiatives for biotech and high-cost specialty medications. Armada also provides custom and comprehensive patient support services through its ReachRx platform.

For More Information Contact:

Ms. Darcey Brennan
Senior Director of Marketing
Armada Health Care
100 Campus Drive, Suite 102
Florham Park, NJ 07932
Phone: 973-564-8004
Fax: 973-564-8010
Email: darcey.brennan@armadahealthcare.com