

Park Dansan Introduces *Primary Rx*



Supplemental Revenue Through In-Office Medication Dispensing



www.ParkDansan.com

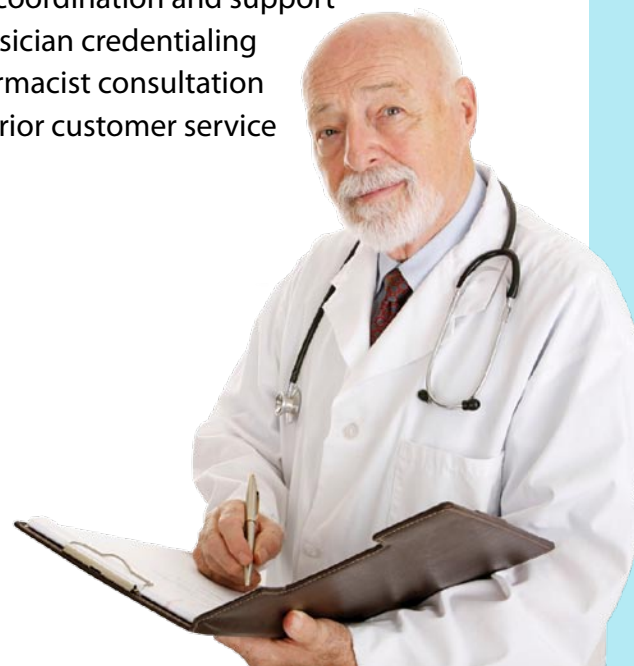
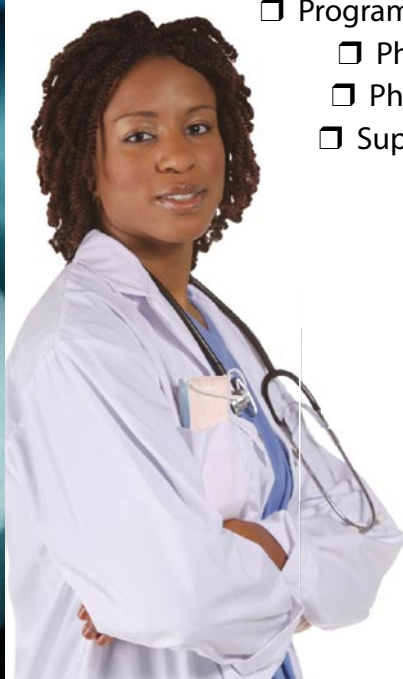


Park Dansan is an authorized agent of *Primary Rx*, the ONLY comprehensive, fully automated, in-office medication-dispensing program that allows patients to pay your practice with their prescription insurance card!

With *Primary Rx*, your practice can offer over 7,000 generic medications and accept over 3,000 insurance plans such as Aetna, Blue Cross Blue Shield, CareMark, Medco and Workers' Compensation. Our system allows you to provide the full spectrum of quality care with low cost medications provided directly from your office, creating a profit center for you and providing your patients with a more convenient way to fill their prescriptions.

***Primary Rx* is a seamless turnkey program including:**

- Insurance adjudication (determining a member's payment)
 - Claims processing
 - Hardware and software
- Comprehensive staff training
- Administrative and software support
 - Inventory control
- Program coordination and support
 - Physician credentialing
 - Pharmacist consultation
 - Superior customer service



The *Primary Rx* program has the potential to generate a substantial increase in net revenue over the conventional "cash and carry" in-office dispensing programs currently available. Wholesale pricing on generic medications provides maximum profit potential to your practice.

Primary Rx is a superior turnkey operation that is simple and easy for your staff. The Physician and staff have no paperwork to do and no worries about inventory control – *Primary Rx* support staff performs all administrative tasks. After initial set-up costs, the physician NEVER writes another check to *Primary Rx* – instead, receives a monthly net-profit check for all medications dispensed.

This unique program can enable your practice to dramatically increase patient compliance, satisfaction, clinical outcomes, and of course, profit margins!

Frequently Asked Questions

What is In-office Dispensing?

For patients, it means convenience and cost savings. For physicians, it means significant revenue to the practice. In-office dispensing allows patients to purchase generic medications directly from their doctor. Medications are pre-packaged in quantities and doses in keeping with the prescribing habits of the physician. We do all the counting and filling for you.

How Time Consuming is it to Dispense?

The entire dispensing process takes just a few moments. The *Primary Rx* program has been designed to streamline the dispensing process by using state-of-the-art software for inventory and transaction management. All medications in your inventory are bar-coded, which speeds recordkeeping and increases safety.

Is In-office Dispensing Legal?

Yes, in-office dispensing is legal in 43 states and becoming increasingly popular.



Do I need a pharmacist on site to dispense medications from my office?

No, as a licensed physician, you can legally dispense medications from your office using an employee or pharmacy technician who will be trained on use of our dispensing software program.

How Profitable is the Primary Rx Program?

With utilization of the *Primary Rx* program each physician within your practice can generate between **\$30-50,000 in net revenue annually.**

How much does it take for me to start the Primary Rx in-office dispensing program?

As little as \$250 down is required to start with the *Primary Rx* in-office dispensing program.

Can I dispense controlled substances as well?

Yes you can, and we provide the required controlled substance reporting tools to you as part of our program.

What type of hardware do I need at my office?

You will need a Windows based PC, with a minimum of 128 MB of RAM and a barcode scanner with a USB keyboard.

**Stop giving retail pharmacies your profits
Let *Primary Rx* show you how!
Call Park Dansan at 1-800-524-5112 today.**

Your practice could generate an additional \$30,000 to \$50,000 per physician by adding an in-house pharmacy program!

***With Primary Rx,
you can increase your profits,
enhance patient care and
elevate patient satisfaction –
all in a cost-effective turnkey package.***

Practice Benefits

- Supplemental Revenue
- Higher Patient Compliance
- Competitive Edge for Patient Satisfaction
- Customized Formulary Creation

Patient Benefits

- Enhanced Patient Education
- Cost effective - *the patient continues to use their co-pay*
- Convenience - *the patient does not have to make an additional trip to the pharmacy*



Your Practice Could Generate an Additional \$30,000-\$50,000 Per Physician by Adding *Primary Rx*!



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