



hare communications

LET'S GET REAL

DROMOS PTM
BRANDING, MARKETING, PR

ASSIGNMENT

Re-develop DromosPTM's brand from scratch — then aggressively promote the new brand in preparation for its public debut at the 2017 Asembia Specialty Pharmacy Summit.

NOTE

We produced the entire brand platform (messaging strategy & brandline, logo & identity campaign, website copy) — as well as the first two of 10 blog posts and the first of 3 media releases — **within two weeks of our engagement date.** Then deployed and managed the integrated tactical campaign over the next 2 ½ months.

LOGO & “BRANDLINE” (BEFORE)



MEET DROMOS PTM

**Bringing you best practice solutions and state-of-the-art technology
to streamline your Specialty Pharmacy clinical operations.**

LOGO & BRANDLINE (AFTER)



DROMOSPTM

PATIENT THERAPY MANAGEMENT

For Better Outcomes. And Better Incomes.

LETTERHEAD / CARDS

DROMOSPTM

850 Shades Creek Parkway, Suite 310
Birmingham, Alabama 35209



DROMOSPTM

Jonathan Van Lare, President
jonathanv@pharmagadvantage.com

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meetdromosptm.com

meetdromosptm.com

UNIFORM (CONCEPT)



FLEET (CONCEPT)



WEBSITE

DROMOSPTM

Features Endorsements Contact Blog


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And Better Incomes.

<http://meetdromosptm.com/>



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19 APR 2017


"Eliminating Aggravation Was Half The Battle."

BY DROMOS IN USER STORIES

How the Dromos PTM team simplified the prior authorization and billing process. In 2011, when Pharmacy Advantage offered Brad Hall the opportunity to co-develop a software system for streamlining its operation at every level, he had only a basic knowledge of the work specialty pharmacies do every day — and virtually no experience in dealing



CONTINUE READING →




11 APR 2017

Pharmacy Advantage Announces Partnership With Pack Health.

BY DROMOS IN PRESS RELEASES

Partnership provides patients with personal health coaches Pharmacy Advantage and Pack Health, based in Birmingham, AL, announced today a unique partnership that will connect Dromos PTM software to Pack Health's digital health coaching program. This collaboration will provide patients a continuum of care and self-help tools needed to improve their current condition. "Linking our Dromos

CONTINUE READING →




4 APR 2017


Industry Trends Create Favorable Climate For Specialty Pharmacies

BY DROMOS IN USER STORIES

The specialty medication patient population is growing. Fast. At the most fundamental level, an aging Boomer Generation is driving increased demand for treatments that address a wide array of specific and rare disease states. With that growing demand has come a significant rise in spending on specialty medications. While they make up only a fraction



CONTINUE READING →




28 MAR 2017

Find, Copy, Paste, Repeat? No More.

BY DROMOS IN USER STORIES

Marcy Snell now focused on patients, not process. "My job as an



Recent Posts

"Eliminating Aggravation Was Half The Battle."

Pharmacy Advantage Announces Partnership with Pack Health.

Industry Trends Create Favorable Climate for Specialty Pharmacies

Find, Copy, Paste, Repeat? No More.

Fulfilling The Mission To Serve One Patient At A Time.

Archives

April 2017

March 2017

February 2017

January 2017

December 2016

September 2016

Categories

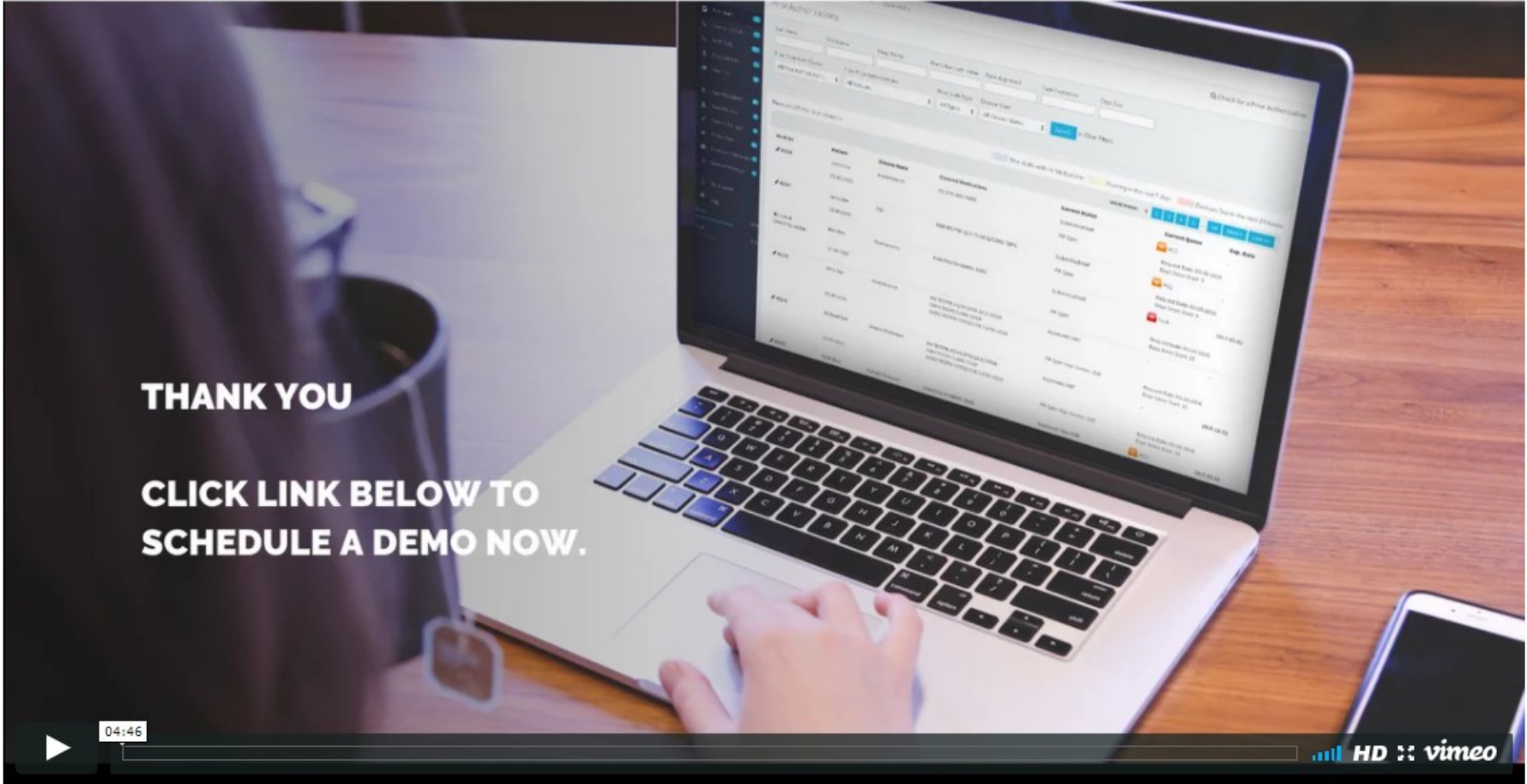

Press Releases

User Stories

SAMPLE POST:

<http://bit.ly/dromos-post>

DEMO VIDEO



THANK YOU

**CLICK LINK BELOW TO
SCHEDULE A DEMO NOW.**

04:46

HD :: vimeo

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<https://vimeo.com/210468907>

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PATIENT THERAPY MANAGEMENT.
For Better Outcomes.
And Better Incomes.



Dromos PTM
@DromosPtm
Bringing you best practice solutions and state-of-the-art technology to streamline your Specialty Pharmacy clinical operations.
meetdromosptm.com
Joined March 2017

TWEETS 30 FOLLOWING 467 FOLLOWERS 75 LIKES 156 LISTS 1 MOMENTS 0

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Dromos PTM @DromosPtm · 19m
How can you prepare your [#SpecialtyPharmacy](#) for better outcomes & better incomes? Better [#Patient](#) [#Data](#) management.



Industry Trends Create Favorable Climate for Specialty Phar...
The specialty medication patient population is growing. Fast. At the most fundamental level, an aging Boomer Generation is driving increased demand for treatment...
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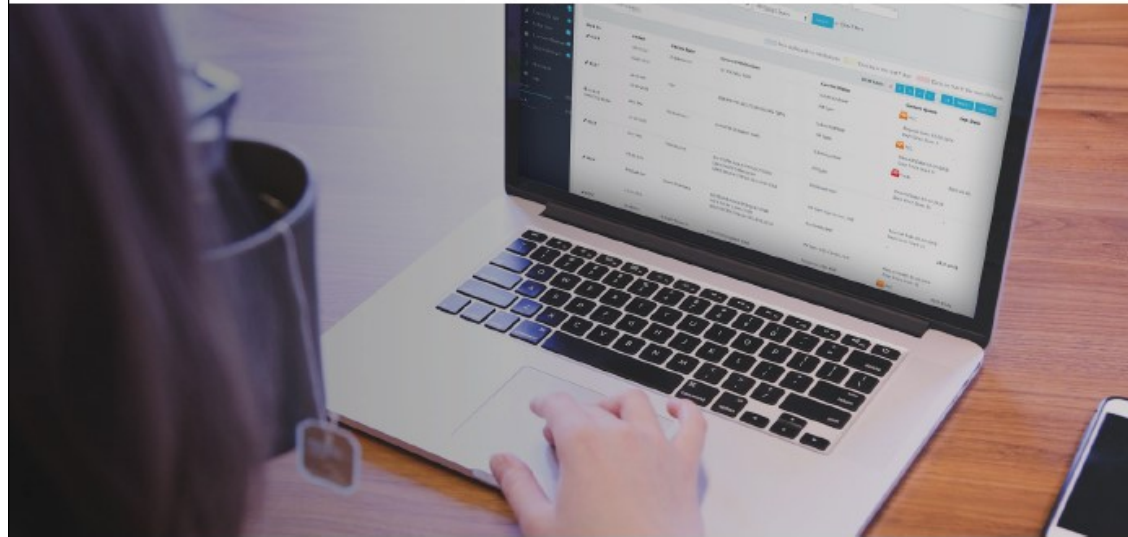
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PRINT AD

PATIENT THERAPY MANAGEMENT For Better Outcomes. And Better Incomes.



Developed by clinical pharmacists at Pharmacy Advantage, DromosPTM addresses the full spectrum of challenges specialty pharmacies face every day. It's an easily-configurable solution for streamlining all your clinical activities.

Unsurpassed Patient & Drug Data

DromosPTM enables your pharmacists to build a warehouse of proprietary patient outcome data, while its drug reference database links directly to drug manufacturer information — from potential allergies & interactions to medication management and care insights.

A Powerful Business Tool

DromosPTM guides pharmacy operators toward best practices — eliminating duplicative tasks, while generating invaluable operational metrics.

Impact Staff Productivity. And Morale.

DromosPTM gives everyone time to do the job they trained for. Better. Faster. With less stress, and more job satisfaction.



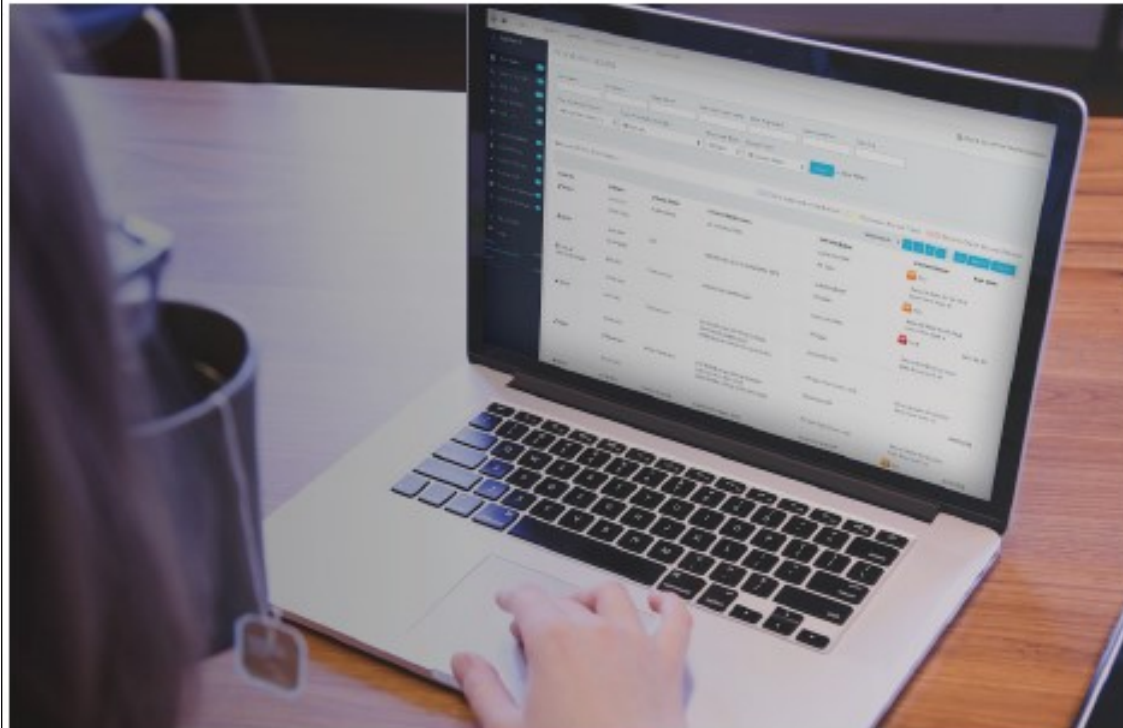
The Future Of Specialty Pharmacy Software. MeetDromosPTM.com

JOIN US AT THE ASEMBIA SUMMIT!

Drop by Booth #635 at The Wynn in Las Vegas to meet DromosPTM Users & Developers.

MAILER & BROCHURE

TAKE A GLIMPSE INTO THE FUTURE OF
SPECIALTY PHARMACY SOFTWARE.



 **DROMOSPTM**

TRADE SHOW BOOTH



PATIENT THERAPY MANAGEMENT.
For Better Outcomes. And Better Incomes.

DROMOSPTM
MeetDromosPTM.com

An easily-configurable, easy-to-learn software solution for automating clinical activities.

Developed by clinical pharmacists at Pharmacy Advantage.

An unsurpassed warehouse of proprietary data, including patient outcomes by medication and disease states.
Post-approval patient outcomes, by medication.
Drug manufacturer info, including allergies & interactions.

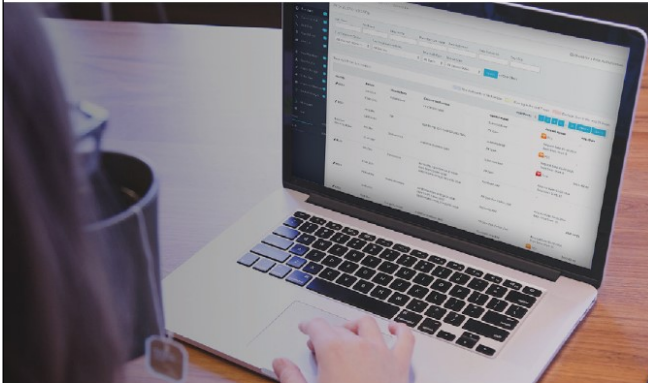
A business tool for ensuring best practices, eliminating duplicative tasks and securing accreditation.

DromosPTM gives everyone time to do the job they trained for.

Schedule a Product Demo today!
Visit our website, or call 248.528.4502

TRADE SHOW HANDOUT CARD

TAKE A GLIMPSE INTO
THE FUTURE OF SPECIALTY
PHARMACY SOFTWARE.



DROMOSPTM

Schedule a Demo today!
248-528-4502 | MeetDromosPTM.com

PATIENT THERAPY MANAGEMENT For Better Outcomes. And Better Incomes.

Developed by and for clinical pharmacists, DromosPTM is configurable to any pharmacy's operations. It's an unmatched resource for data collection & access — and streamlines all your daily activities, including:

PRIOR AUTHORIZATION
FINANCIAL ASSISTANCE
PATIENT COUNSELING
DELIVERIES & RENEWALS
REPORTING



DROMOSPTM

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PATIENT THERAPY MANAGEMENT

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[CLICK HERE](#) to learn more [and](#) schedule a demo today!

BANNER AD (ANIMATED GIF)



BANNER AD (ANIMATED GIF)

THE FUTURE OF SPECIALTY
PHARMACY SOFTWARE

➤DEMO NOW



ADDITIONAL CAMPAIGN TACTICS



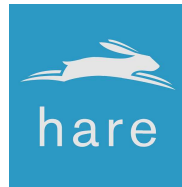
WEBSITE SEO



GOOGLE ADWORDS CAMPAIGN



**MEDIA RELEASE DISTRIBUTION
& FOLLOW-UP**



Branding | Website Development | Interactive Strategies & Digital Marketing
Social Media & Content Marketing | Media Relations & PR

CONTACT US TODAY

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