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Mobile Platform emWellics Selects CPR Strategic Marketing Communications to Lead Public Relations Campaign

FOR IMMEDIATE RELEASE

Richmond, V.A./ Elmwood Park, N.J.– May 12, 2011 – [emWellicsSM](#), the [RxEOB](#)-powered modular mobile platform that connects managed care plans, pharmacy benefit managers (PBMs), and payers “*one-to-one*” with their members, announced today that [CPR Strategic Marketing Communications](#) (CPR) will direct its business-to-business public relations and marketing communications initiatives.

“Web-based decision support applications now enable people to manage pharmaceutical benefits through their mobile phones,” says Robert Oscar, R.Ph., CEO of RxEOB. “As emWellicsSM advances as a single platform for consumers and providers, we are confident CPR will offer ongoing solutions for driving our corporate growth.”

The emWellicsSM technology allows health providers to meet the demand of the modern consumer, harnessing the power of mobile technology to lower cost and improve healthcare. For the first time, health providers can interact electronically with consumers at the point-of-care, pharmacy, dinner table, or any place personalized health information is demanded. Consumers can comparatively shop for prescriptions, note allergies, track drug utilization data, learn drug side effects, get directions to doctors’ offices, and prepare for visits. Using a list of pre-loaded or self-inquired questions – from medication use to diagnostic test questions – members will experience more productive

appointments with their physicians and can easily communicate notes about their discussions to family members and care givers through their smartphones.

Joseph Carabello, president and CEO of CPR Strategic Marketing Communications, says, "Smartphones are changing the way we live, and the emWellics platform is becoming a market leader. Now, patients, from the chronic allergy sufferer to the mother of three, can easily manage health information in the palm of their hands. CPR is excited to be a part of this evolving technology."

About CPR Strategic Marketing Communications

CPR creates powerful, integrated, strategic marketing and communications plans for today's aggressive media world. We understand how communications can support organizational goals and our team listens and works cooperatively to define problems and opportunities in both the long and short terms. CPR empowers messages for defined audiences to launch products and services, attract clients and elevate awareness. Our proactive campaigns filter external factors, identify internal forces and unleash potential for domestic and international companies of all sizes, emerging and established, complex and simplistic. Headquartered in Elmwood Park, N.J., CPR has applied proven, prioritized principles of communications and marketing for publicly traded companies, privately held entities and not-for-profit organizations since 1981. Visit www.cpronline.com, e-mail pr@cpronline.com, or call 201-641-1911, ext. 50.

About RxEOB

RxEOB helps millions of people understand the most cost effective way to use their pharmacy benefit programs through Web-based and mobile software applications. Additionally, the company deploys Web-based applications to reduce the labor-intensive processes within health plans and PBMs of gathering, integrating, and accessing drug claims and formulary data, processing drug prior authorizations, and creating one-to-one consumer engagement communications. Customers routinely customize their applications with RxEOB's expert staff support and have 24/7 access to Web-based reporting tools to measure the changes in pharmacy utilization and adherence. For more information contact Matt Patterson mpatterson@rxEOB.com, www.RxEOB.com