

SCHERING PRN BACKGROUND INFORMATION

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The healthcare industry is undergoing great changes. Nowhere is this more evident than in the evolving role of today's pharmacists.

Gone are the days when filling prescriptions was the pharmacist's only job. Today, pharmacists critically influence medication therapy. More and more, patients are turning to their pharmacists with questions on their prescriptions or over-the-counter medications...even for advice on certain health issues. It is the pharmacists who educate and counsel patients about medical conditions and product use.

It is the pharmacist who helps patients understand why it is so important to comply with instructions for taking their medications. And with people living longer, the pharmacist also deals with a growing number of older patients who have very special needs regarding their prescriptions. Because pharmacists maintain complete therapeutic profiles on patients, they also keep physicians aware of medications prescribed by other physicians for their patients in order to avoid harmful drug interactions.

To practice today – and to better advise patients more than ever before – pharmacists need a great deal of specific information. For example, they must be knowledgeable about all aspects of a product. They need to know a product's safety profile and how it differs from other medications in the same category.

Pharmacists also need to understand the condition or disease the product treats so they can better explain the medication regimen to patients. They must also be familiar with third-party reimbursement plans, and keep current with the constantly changing healthcare industry.

Because of the demands placed on pharmacists, pharmaceutical manufacturers must provide different kinds of programs that help them meet their needs.

Schering-Plough is reaffirming its commitment to the pharmacist who is an important ... and increasingly influential ... member of the healthcare team. Pharmacists are on the front line dealing directly with an enlightened public that demands more from their healthcare professionals. It is our responsibility to make sure pharmacists have the programs and resources to meet the challenge of their new role.

While Schering-Plough has long been supportive of pharmacy, the company saw a need to develop a new program that would provide pharmacists with even more help in meeting the greater demands being placed on them. This need is at the heart of our new program – Schering PRN ... The Pharmacist Response Network.

Schering PRN acts as the link between pharmacists and Schering-Plough resources. The new program encompasses every pharmacy program and service offered by Schering-Plough, including Schering Laboratories and Key Pharmaceuticals, as well as Schering's

over-the-counter division, Schering-Plough HealthCare Products. What Schering PRN does for pharmacists is give them greater access and availability to our many programs and services.

Schering PRN was created to be flexible and responsive to what pharmacists need ... when they need it. The program can be tailored to meet a pharmacist's specific, individual practice needs. Pharmacists decide how and when we can help them.

Now, with one call ... 1-800-SCHERING ... pharmacists have a quick and easy direct line to Schering-Plough and all its resources. With Schering PRN, today's pharmacists will be better equipped to fulfill their new and increasingly demanding role.

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