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## NEW PARTNERSHIP CONNECTS PHARMACIES, PATIENTS AND STATE REGISTRIES TO ENCOURAGE IMMUNIZATIONS AND IMPROVE HEALTH

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Increasing the number of adults and children who complete required and suggested immunizations is the idea behind a new partnership between MarkeTouch Media ([www.marketouchmedia.com](http://www.marketouchmedia.com)), a Houston-based personalized patient communication technology company and STC ([www.stchome.com](http://www.stchome.com)), a leading public health informatics company.

In announcing the partnership, [NAME, TITLE AT MTM] described it as an “effort by both organizations to make it simpler, more affordable and efficient to encourage greater immunization coverage in adults and children.” (Approximately 42,000 adults and 300 children in the United States die each year from vaccine-preventable diseases, according to [health.gov](http://health.gov).)

The new arrangement will enable MarkeTouch Media to integrate with STC’s ImmsLink application. ImmsLink is a full-featured immunization interface that allows real-time, bi-directional data exchange with state immunization registries, providing patients’ immunization history and Advisory Committee on Immunization Practices (ACIP) forecasts for clinical decision support.

Continued [NAME], “By seamlessly integrating ImmsLink into MarkeTouch Media’s Clinical Suite, we can use that data to target patient messaging and enable simplified scheduling that can encourage patients to take action.”

Once implemented, subscribing pharmacies can proactively identify patients who need immunizations, then use MarkeTouch Media’s hosted solutions to identify patient communication preferences and call, message and schedule patient appointments, all from one platform. Once performed, pharmacies use the same interface to document immunizations with state registries in real time.

“We work closely with each of our clients to understand not only the interventions that are important to them, but also their operational goals that need to be met. By identifying patients who are in need of



a recommended vaccine, we can streamline appointments and assist the pharmacy staff in delivering the right intervention to the right patients at the right time,” said Rebecca Lichucki, Director of Clinical Services for MarkeTouch Media. “Appointment-based intervention like this is an important part of our Clinical Service Suite, but it’s the combination of the functionality of all of our tools and robust analytics and reporting that drives results for our clients.”

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### **About MarkeTouch Media**

MarkeTouch Media has provided best-practice personalized communication solutions that increase both patient satisfaction and operational efficiency since 2003. MarkeTouch Media is the only vendor in the healthcare marketplace offering clients a single source for a comprehensive, integrated suite of personalized patient communication solutions: outbound notifications; innovative hosted IVR applications; proprietary hosted dialer solutions that connect patients with pharmacy, clinical and call center staff; mobile applications; online services and proprietary clinical solutions that drive adherence.

MarkeTouch Media provides integrated, personalized communication across multiple channels for more than 14,000 retail and chain pharmacies, PBMs, mail order and specialty pharmacies throughout the United States.

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### **About STC**

Since 1988, STC has created technology solutions to address critical public-health issues and improve public health through the applied use of population health data. One of the first companies to advocate for the value of immunization registries and public-health data to augment clinical practice, STC has become the trusted authority on the applied use of information technology to collect data for solving complex public health problems.

Employing a unique mix of advisors and software developers, STC designs innovative software solutions used in both the public and private sector, by state public-health departments as well as by the nation’s leading pharmacies.