



McKesson Specialty Pharmaceutical Solutions

Care
*Link*TM

For complete CareLinkTM information, please call:
1.800.811.9880

Or visit: www.mckesson.ca

Strengthening Patient Connections

MCKESSON
Canada
Empowering Health Care



CareLink™ is a point-of-sale patient adherence program linking your brands with your patients.

From product launch to maturity, CareLink™ creates the right connection for maximum results.

- ✓ CareLink™ generates superior performance with ROI through:
 - Share growth
 - New patients
 - Repeat patients
- ✓ CareLink™ services are tailored and can be introduced at any time in a product's life cycle.

Impact on Patients and Caregivers

- Customized support services launched through a patient card
- Preprogrammed benefits are product- and patient-specific and easy to access
- Flexible services including trial prescriptions, product and disease education, therapy adherence and financial and reimbursement assistance



Additional Stakeholder Benefits

Physician

- "Use-of-time" benefits
- Security of optimal patient care and support
- Improved outcomes through compliance

Pharmacist

- Generate prescriptions for new and existing patients
- Build patient loyalty and visit frequency
- Stimulate dialogue with patients

