



Your Pharmacy. Delivered.

Personal (Rx)



**“Drugs don’t work in
patients who don’t
take them.”**

— *C. Everett Koop, MD*
former US Surgeon General

—

“Medication nonadherence is associated with higher rates of hospital admissions, suboptimal health outcomes, increased morbidity and mortality, and increased health care costs”

Direct health care costs associated with nonadherence have grown to approximately \$100–\$300 billion of U.S. health care dollars spent annually.

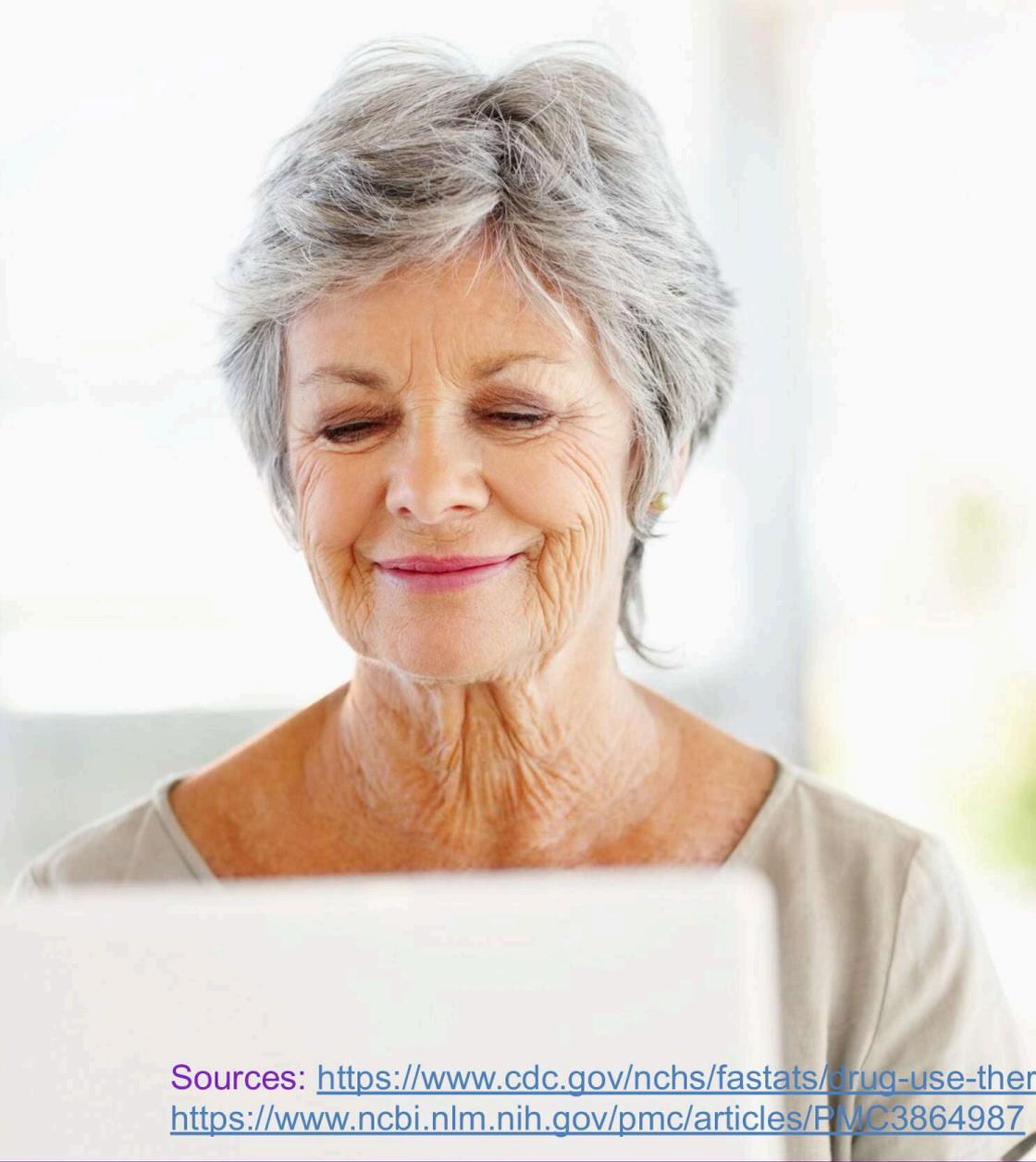
Improving medication adherence is a public health priority.”

Source: <https://www.cdc.gov/mmwr/volumes/66/wr/mm6645a2.htm>



Preventable medication errors impact 7 million patients and cost about \$21 billion annually.

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5016741>



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Approximately 41 million Americans, take 5 or more medications regularly.

This population is at a significantly increased risk of suffering an adverse event.

Sources: <https://www.cdc.gov/nchs/fastats/drug-use-therapeutic.htm>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3864987>

\$312 Billion

Estimated size of U.S.
pharmacy and drugstore
market in 2020

Source: <https://www.ibisworld.com/industry-statistics/market-size/pharmacies-drug-stores-united-states/>



Mission: We Improve lives.

PersonalRX makes it easy to take the right medication at the right time.

We dispense medications in adherence packaging, delivered to the home – with no added costs.

Our pharmacy model puts the patient at the center of care. The result is enhanced safety, convenience and better health outcomes.

Business Model

- Win customers by providing a **VIP pharmacy experience** for the same price
- Service patients who take **five or more medications**
- **Manage refills** of monthly medications
- Operate multiple patient acquisition channels that allow us to **acquire patients in bunches**
- Leverage **proprietary technology** that promotes efficiency and our ability to surround the patient with care

In 2019, prescription drug expenditures totaled \$345.7 billion. PillPack was acquired by Amazon for \$1 billion in June 2018. More recently, DivvyDose was acquired by UnitedHealth in September 2020 for \$300 million.



\$275M
valuation



by **amazon** pharmacy

Bought by
Amazon
for **\$1B**
in 2018



\$100M
valuation



Bought by
UnitedHealth
for **\$300M**
in 2020

A Hot Market

Personal (Rx)

Our services focus on the 12.6% of Americans that take 5 medications or more - a patient group in need of an easier synthesized medical solutions. This equates to 41.3 million Americans and a market size that exceeds \$126.4 billion annually. Our company is fully prepared to perform at scale with our proven sales model.

\$126.4 billion

41.3M Americans who take 5+ medications per day
x \$255 per month (\$51 per medication)
x 12 months

Total Addressable Market

Personal 

VIP Pharmacy

- Each patient has a dedicated pharmacy technician
- Home delivery of personalized Square Packs
- Pharmacy app provides access to info and surrounds the patient with care





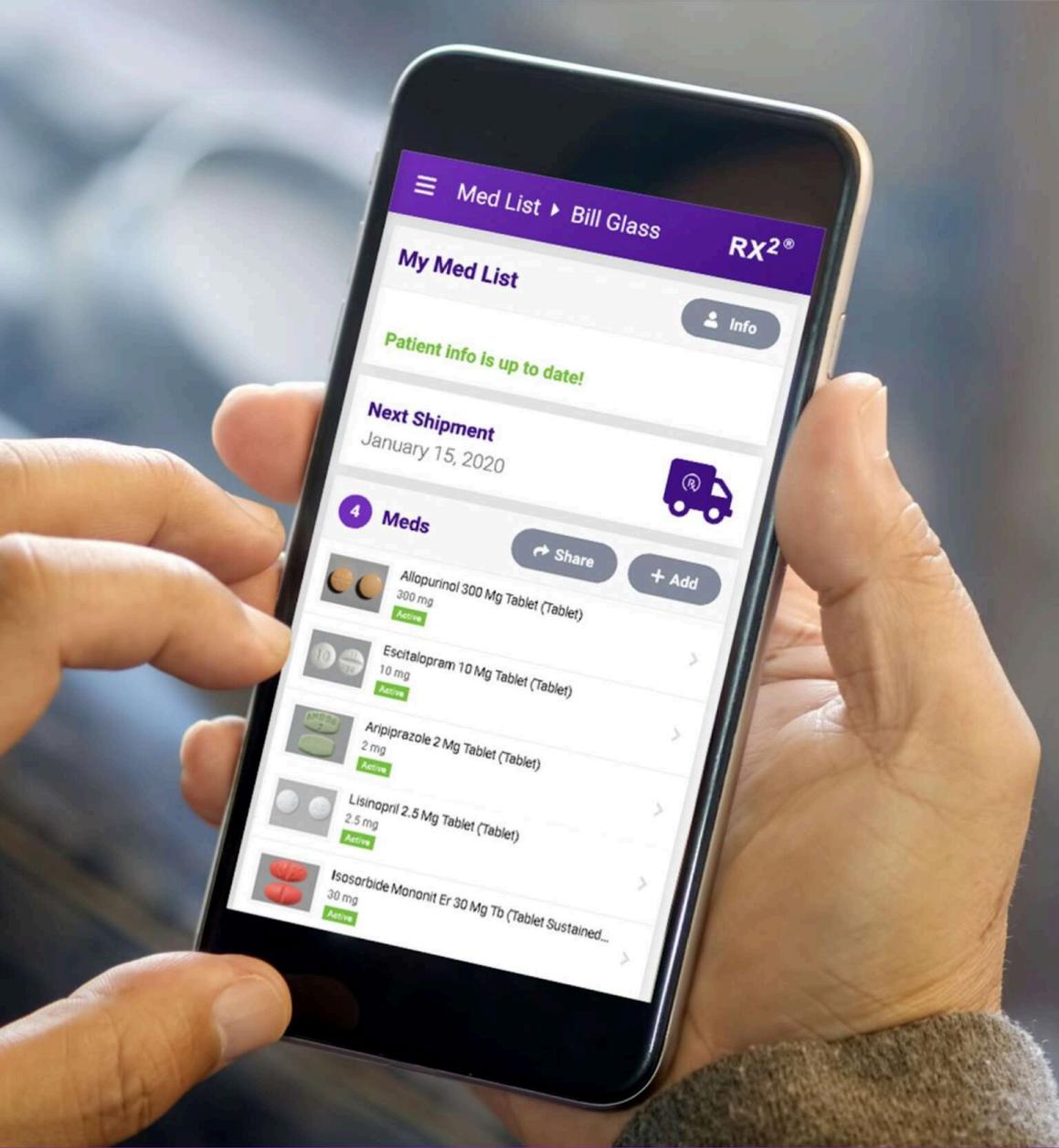
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There's never been a better time to have your pharmacy come to you.

Covid-19 is changing behavior and creating a "new normal."

"New Normal"

Personal 



RX²[®]

Medication information squared away!

Surrounding the patient with care.

Med reminders (text, call, Alexa), location calendar, caregiver engagement and more

Improving Pharmacy

Personal 

RX²

Admin

Keith Gallant
keith@personalrx.com
Sign out →

+ Personal Task + Lead

- My Dashboard
- Search
- PWA Users
- Financials
- Diagnostics
- Configuration
- Internal Users
- Settings

Reload

Powered by OSREC Technologies

- September Test, 53 yrs (M)

Admin On Service

Preferred Name: None
DOB: 05/30/1966
8 Orchard Dr, Purchase, New York, 10577-2205
(212) 121-1239
No alternate phone provided
sep@personalrx.com

Created on: 09/09/2019 (about a month...)
Patient Since: 09/18/2019 (about 5 days...)
Target Ship Date: 09/19/2019

Owner: Larry Margolis
Blue Ridge
Tags

Include Library Add
Task Closed

- Actions

- Request MedRec
- Override status

Med Status Filter: All # RXs: 11 # Received: 7 Add Match

Status	Medication	Dosage	Rx Recd
Delivery	Abilify 2 mg tablet As needed TAKE ONE TABLET BY MOUTH ONCE A DAY	2 mg	Yes
Delivery	Lisinopril 20mg Tab As needed TAKE ONE TABLET BY MOUTH ONCE A DAY	20 mg	Yes
Delivery	Lexapro 20 mg tablet As needed TAKE ONE TABLET BY MOUTH FOUR TIMES A DAY	20 mg	Yes
Delivery	warfarin 2 mg tablet As needed TAKE ONE TABLET BY MOUTH FOUR TIMES A DAY	2 mg	Yes
Delivery	Metformin Hcl 1,000 Mg Tablet (Tablet) As needed TAKE ONE TABLET BY MOUTH ONCE A DAY	1,000 mg	No
New	Acetaminophen PM Extra Str (tablet) Breakfast (1.25), Dinner (1) No directions provided	25-500 mg	No
New	Endur-Acin (tablet, extended release) Breakfast (1), Dinner (1) No directions provided	250 mg	No
On Hold	allopurinol 100 mg tablet As needed TAKE ONE TABLET BY MOUTH ONCE A DAY	100 mg	Yes
On Hold	Wellbutrin 100mg Tab As needed TAKE ONE TABLET BY MOUTH FOUR TIMES A DAY	100 mg	No
Production	Advil 200 mg tablet As needed TAKE ONE TABLET BY MOUTH ONCE A DAY	200 mg	Yes

- Financials Invoicing

Total Paid: **\$1,492.34** Total Billed: **\$1,482.34**

Outstanding: **\$0.00** Credit Limit: **\$100.00**

Add Note

- Notes

kjbnkjbnjmb,
Larry Margolis on Sep 17th 2019 @ 1:43 PM

Called patient
Larry Margolis on Sep 17th 2019 @ 1:39 PM

Call re insurance
Spoke to patient regarding insurance account number - fixed missing digit.
Larry Margolis on Aug 20th 2019 @ 1:58 PM

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RX² Patient CRM - Built for Scale

- Provides visibility and measurement at every stage - from patient acquisition to refill management.
- Integrates state-of-the-art billing, shipping and pharmacy robotics software.
- Drives and tracks workflow for every part of pharmacy team.
- Reports and business intelligence tools help identify trends, outliers and opportunities for growth.

Patient Acquisition Partners/Channels

PBM Company

(Pharmacy Benefits Management)

- Next Generation PBM
- 260,000 lives under care that match our criteria (5 or more medications)
- Co-branded partnership
- First employment groups launched June 2020

Personal [®] 877.230.6030

Get Started
No commitment. Try PersonalRX and see if you like it.

First Name Last Name

Email Phone

Referred by

Submit

Your Pharmacy. Delivered.
We manage prescriptions for you, deliver right to your door and our service is free.

WATCH THE PERSONALRX STORY

Concierge Service
Our staff communicates directly with your doctors and insurance company to ensure your refills are there before they're needed. No added costs.

James Hennig, R.Ph., BCGP
President and Pharmacist-In-Charge

Patient Centered Pharmacy Care
Along with medication packaging that supports adherence, you gain the support of your very own pharmacy care team.

Patient Acquisition Partner

Personal [®]

Home Health Co.

- Home healthcare company with 210 Medicare home health agencies.
- Initial referral program rolls out January 2021
- Each agency serves approximately 400 patients annually

PRIME PICK

Personal (Rx)

There's never been a better time to have your pharmacy come to you.

No added costs!

It's easy to make PersonalRX your pharmacy.

Call 888.858.8584

or visit prime.personalrx.com

LUNCH

AMOXICILLIN	400mg	1

BREAKFAST

AMOXICILLIN	400mg	1

Open

Digital Lead Gen.

- Marketing company with scalable solutions
- Proven program partnership, launched October 2019
- Vetted leads transferred to RX² Admin via integration, with live phone transfer



Leadership Team

Lawrence H. Margolis

Founder and CEO



Larry derives his knowledge of the health and technology marketplaces from his eight plus years in pharmacy leadership and 20 years as a Wall Street Broker focused in emerging technologies.

His experience in financial markets includes roles as Associate Director at The Bear Stearns Companies and Senior VP, Director of Special Accounts at Prudential Securities prior to launching Gotham Research, a successful institutional money management firm he managed from 2001 to 2007.

Between 2007 and 2009, Mr. Margolis served as cofounder and CEO of Streetbrains, LLC, a platform for promoting independent market research from industry experts. Between 2010 and 2019, he owned Link Asset Management, LLC, a niche registered investment advisory firm.

Keith Gallant

Chief Marketing Officer



Keith's talents are attributed to 25 years experience in marketing, sales and entrepreneurship. He joined the company as Director of Marketing in 2015 and played an instrumental role in launching the PersonalRX brand. Keith also directs the patient onboarding team, ensuring that the brand promise is executed during this critical phase of the customer experience.

Prior to joining PersonalRX, he served as Vice President of a health-focused PR agency and as founder of a social media marketing company. As a brand builder, he directed campaigns for well-known food, nutrition and health brands, including Osteo Bi-Flex, Ester-C and Sweet'N Low.

In the 1990s, Keith founded, operated and sold a popular restaurant delivery business in Essex County, New Jersey. He holds a BA degree in Communications from The George Washington University.

Vaibhav Kullar

Chief Technology Officer



Vaibhav is an award-winning technology developer and entrepreneur. At PersonalRX, he's pioneered the development of the proprietary RX2 Mobile and RX2 Admin systems, the latter being the end-to-end Patient Relationship Management tool that drives workflow across the pharmacy.

Throughout his career, Vaibhav has steered the development of numerous systems at scale, across a variety of industries; most notably in the investment banking and accounting sectors. His prior experiences include senior and executive risk management and analytics roles at Barclays Investment Bank and Credit Suisse.

Vaibhav graduated with a degree in Engineering, Economics and Management from Oxford University, where he was a Newman scholar.

Matilda Bruno, BS Pharm, PharmD, R. Ph.

VP of Pharmacy Services, Pharmacist-In-Charge



Matilda is a highly accomplished and recognized pharmacy leader with nearly 30 years of experience within Hospital, PBM, Specialty and Retail Pharmacy lines of business.

Prior to joining PersonalRX, Matilda was the Director of Pharmacy at Pascack Valley Medical Center/Hackensack Meridian Health, managed a large staff and created an Outpatient Infusion Center.

Earlier in her career she served as the Director of Pharmacy at Meadowlands Hospital.

She holds BS and PharmD degrees from St. John's University College of Pharmacy.



Gary Hirsch

Outside General Counsel



Gary's more than 25 years of experience include 10 years as general counsel of two successful venture-backed B2B tech companies and 15 years at a major law firm and Fortune 500 law department.

Companies he worked for include IntraLinks (NYSE: IL), Currenex (now owned by State Street Bank) and Marsh & McLennan Companies (NYSE: MMC). Prior to starting his own firm, he practiced law at Willkie Farr & Gallagher, New York.

Gary is a graduate of Dartmouth College and New York University Law School. He is a member of the Bars of New York and Connecticut.

Gillian Giannone, PharmD, R. Ph.

Director of Pharmacy Operations



Gillian Giannone brings 10 years of pharmacy experience in a variety of settings to her leadership role at PersonalRX. Prior to joining our pharmacy, she participated in a clinical management team in the long term care setting, coordinating care between doctors, nurses and the pharmacy. She functioned as both an IV pharmacist and clinical pharmacist during her time there.

Earlier in her career, Gillian was a clinical pharmacist at one of the largest pharmacy benefit management companies in the US. There she was responsible for reviewing prescription drug plans for clinical appropriateness and solving large scale claims related issues.

Gillian's clinical experience is matched by her compassionate approach to patient care, which is inspirational companywide. She holds a Doctor of Pharmacy degree from Massachusetts College of Pharmacy and Health Sciences.



Dana Stripling

Director of Training and Patient Experience



Dana is an accomplished certified trainer focused on the implementation and training required to consistently improve the patient experience. Prior to joining our team, she served as an EPIC Software Credentialed trainer at Englewood Hospital and Medical Center. Dana is currently completing a Patient Experience Leadership certification at The Beryl Institute.

Her passion for training was ignited by an extended empathy training initiative she experienced as a member of the customer engagement team at Mercedes Benz. At PersonalRX, she initiated the use of a Learning Management System and Knowledge Base, helping to standardize training and reference materials.

Multitalented, Dana also contributes photography, video and editing skills to our marketing and training departments as well.

Cheryl Fine

Controller and Director of Talent



Cheryl is a financial services professional with more than 20 years experience. She has been a Certified Quickbooks Online Accountant since 2016 and is a Platinum Pro Advisor.

In addition to her duties as Controller, Cheryl also serves as our Director of Talent, where her responsibilities range from hiring to benefits management. Prior to joining PersonalRX, she held finance positions in the medical billing, printing, retail and construction industries.

Cheryl has been an active member of the New Jersey Business and Industry Association since 2018.

Gregg Kattine

Advisor - Healthcare Relationships



Gregg offers PersonalRX guidance gleaned from 40 plus years as a successful investor and business operator. His health-related investments include a medical claims and insurance billing company that he cofounded in 1993 and sold for a profit in 2015. During that same period, he operated a marketing and business consulting company that served more than 50 physicians practice clients.

In 2015 Gregg became the Operating Managing Partner in a wound care business and grew revenues by 500% by the end of 2019. In 2017, he cofounded MCB DME, a thriving durable medical equipment company specializing in pneumatic compression pumps.

Other current investments include a new construction commercial and residential medical/retail space in Hawthorne, NJ and a security firm that employs former FBI and CIA professionals. Gregg holds a B.S. degree from Ramapo College of New Jersey.



To learn more or get in touch:

visit personalrx.com

email invest@personalrx.com