

# Public Relations

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## Case Study: Parata Systems “Prescription for Disaster” Campaign

### The Challenge

In 2007, medication errors were thrust into the national spotlight when Dennis Quaid’s twin babies received an overdose of heparin at Cedars-Sinai Medical Center in Los Angeles.

Meanwhile, a “perfect storm” was already brewing in the U.S. health care system, with more people taking more prescriptions and fewer pharmacists to fill them. The number of prescriptions filled has nearly doubled in the past 10 years, but the number of pharmacists has not kept pace with the exponentially increasing demand. In turn, there has been an increase in media coverage of pharmacy errors across the country. However, in these stories no one was talking about the solution.

Parata Systems provides technologies that improve speed, safety and accuracy in retail pharmacies. Parata’s robotic pill dispensing units help pharmacies fill prescriptions faster while virtually eliminating prescription errors. Automation also allows pharmacists to spend more time counseling customers and less time filling vials. However, research determined conclusively that in the consumer realm and the media awareness of the benefits of pharmacy automation was low.

Jack Horner Communications Inc. (JHC) created a multifaceted campaign for Parata to raise awareness about prescription errors and the role of pharmacy automation in the prevention of deadly mistakes.



## PRSA!

### Bronze Anvil Winner:

- Best Press Kit 2009

### 2x Peppercot Winner:

- Marketing Communications, New Products and Services
- Single-Piece Communications, Hard-Copy Media/Press Kits



## The Solution

JHC began the campaign by promoting onePAC— customized compliance packaging, generated automatically by Parata PACMED, that helps patients take the right medications at the right time, every time. Personalized onePAC samples with each reporter’s name were sent to a targeted media list.

Phase two was spearheaded by findings of the “Parata Prescription Safety Study 2008”—a national survey commissioned by Parata and JHC that detailed consumer trends in pharmacy. The vehicle for the news release, survey summary, spokesperson fact sheet and b-roll was a giant prescription bottle (a refabricated mailing tube) personalized with each reporter’s name. The kit was sent to journalists and a select group of patient advocacy organizations.

The third phase used an earlier publicity win—the cover of *Drug Topics*—to promote Parata Systems as “Designing the Pharmacy of the Future.” JHC mailed reprints of *Drug Topics* and a press release to a select list of journalists.

The Web site [www.myprescriptionsafety.org](http://www.myprescriptionsafety.org) was also launched as part of the campaign. Site highlights included prescription safety tips and a quiz that tested individual “prescription safety IQ” against national survey results.

JHC also actively monitored the news for prescription error incidents. When a story broke, our team reached out to media, offering prescription safety tips and an interview with Parata’s patient safety spokesperson.

## The Results

Media coverage of Parata and its technology has equipped the sales team with another selling point for potential Parata customers. As a direct result of the marketing campaign, Parata closed on five new accounts, resulting in **\$2.5 million** in sales. Parata’s prescription safety messages earned more than 165,000,000 media impressions in print, broadcast and Internet outlets. Highlights of the campaign included:

- Cover story of *Drug Topics*
- *Investor’s Business Daily*
- United Press International
- *Family Circle*, *Prevention*, *Quick and Simple*
- Local newspapers: *Daily News*, *The Tampa Tribune*, *Pittsburgh Post-Gazette*, *The Telegraph*, *Telegraph Herald*
- Local TV: KDKA-TV, Pittsburgh; WGHP-TV, Raleigh/Durham; WCVB-TV, Boston
- Nationally syndicated radio shows: “Family Matters,” “A Touch of Grey” and “George Putnam”
- Internet: Bottom Line’s Daily Health News, Newsmax.com, TheLedger.com

# Parata

Parata Puts You Out in Front.

## Jack Horner Communications Inc.

Public Relations • Graphic Design • Advertising • Promotional Products



FamilyCircle PREVENTION  
INVESTOR’S BUSINESS DAILY



“Jack Horner Communications brings a terrific blend of strategy and creativity to Parata’s marketing team. The agency has produced great

PR and business results, and we’ve been able to have fun along the way, which is particularly energizing.”

Nanette Kirsch  
Senior Director for Marketing Communication  
Parata Systems