

Pharmacy



Sticker Program Management

With increasing numbers of prescription products coming under scrutiny for safety concerns, marketers are suddenly facing the administrative burden of putting a “sticker program” in place.

ScriptWatchSM is a monitoring system designed to report physician, pharmacy, and patient compliance with a specific program, whatever the demands of that program’s accountability. Because DMD is the premiere independent data source of pharmacy activity in America, manufacturers and regulators have confidently relied on **ScriptWatchSM** reports to document compliance.

- › Provides sticker program compliance rates and patient registry tools
- › Quantifies problem areas in program implementation



Seeing Beyond the DataSM