

Chain Drugstore Daily

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TELEMANAGER'S NEW FEATURES TAKE IVR TO THE NEXT LEVEL

Advancements in software and four new products recently announced by TeleManager Technologies, Inc., are taking IVR from being primarily a productivity tool to an actual revenue generating instrument.

SpeechRx is a powerful, patented new product that allows prescribers to call a pharmacy and dictate prescriptions into the IVR. SpeechRx then digitizes the doctor's prescription and sends it electronically to the pharmacy dis-

persing system. Prescribers will have their orders verified while on the phone, and the system sends an electronic verification back for the doctor's office to place in the patients' file. Since current practice habits do not need to be changed, TeleManager believes SpeechRx will greatly accelerate the implementation of *e-prescribing*.

Also new is Speech Enabled IVR, which has been developed using Voice Extensible Markup Language (VXML) and several proprietary and patented design features. Patients can now call the pharmacy for a refill and interact with the IVR by speaking into the telephone. TeleManager's speech enabled system will, in a fully HIPAA compliant manner, verify all the necessary prescription information and place the order directly into the pharmacy dispensing queue—even if the patient does not have their prescription number.

Third, building on and extending the value of the new speech enabled IVR system is Targeted Health Messaging. With this new service the IVR reviews the patient's personal health information while the patient is on the phone, and based on carefully designed parameters determines if the patient qualifies for a message. If so, the IVR tells the patient that the pharmacy has important information for them and asks if they'd like to listen.

Targeted Health Messaging can be delivered on any subject the chain deems appropriate such as formulary changes, new generic medications or even a compliance message supported by a pharmaceutical company. Messages can be delivered to the patient while on the phone, over the Internet, as patient leaflets delivered in the store, mailed or even as part of a centralized outbound compliance or will-call bin management function. All messages are tracked and reported in a HIPAA-compliant manner. This functionality adds a whole new dimension to a chain's ability to provide enhanced patient care and generates increased prescription and OTC sales.

Fourth is TeleManager's next generation of TeleManagerCentral IVR. Taking advantage of new software and design features, chains can bring headquarters-based control and support to their entire IVR network. Utilizing VXML and VOIP capabilities, TeleManager has developed a universal, scalable and centralized IVR architecture that brings the total cost of centralized IVR within the reach of most chains. This means all reporting, customization, productivity, customer service and even TeleManager's new revenue generating capabilities can be centrally managed.

For more information about TeleManager and these new innovations, stop by booth 948.

^{New} The prescription for all your IVR needs.

TeleManager's next generation IVR products can meet the unique needs of any chain or budget and generate new revenue streams.

- **NEW!** SpeechRx
- **NEW!** Health Messaging
- **NEW!** Speech Enabled IVR
- **NEW!** Centralized IVR
- TeleManager On-Demand (ASP) IVR Service
- Refill TeleManager
- NetManager
- Overflow Manager
- VOIP & Digital Phone Systems



*Don't refill your legacy
IVR. Come and get a
new IVR prescription
in booth #948.*

TeleManager[™]

800-600-0435
www.telemanager.com