



KeyCentrix and Mevesi Provide Powerful Business Intelligence Tools for RxKey® Customers

Wichita, Kansas – April 2012

KeyCentrix, LLC is pleased to bring RxKey® customers enhanced business intelligence tools through our recent partnership with Mevesi, Inc. The integration between RxKey and MevesiRx provides information about revenue, margins, store locations, products, and market performance, enabling independent pharmacy to effectively share critical information across their organization and enhancing communication with patients.

“The integration of RxKey and MevesiRx provides our customers with a unique opportunity to fully understand the health of their business and make knowledgeable decisions,” commented Elie Khalife, President/COO of KeyCentrix. “The powerful data access within RxKey creates the foundation for MevesiRx, heightening reporting capabilities for the pharmacy and providing critical information for operating decisions.”

Mevesi’s easy to use “point and click” interface allows pharmacies immediate visibility to key business metrics and performance indicators. Pharmacy managers can quickly identify problem areas or review specific sales performance to make decisions that have the ability to increase revenue and profitability. Simple filtering capability allows users to customize their dashboard views, giving them quick access to the most relevant information for their business or area of responsibility.

Mevesi CEO, Omar Sosa, believes the partnership grew from common interests. “Our organizations share the same vision in offering pharmacies cost effective business intelligence solutions that provide operational performance, revenue trends, and drug margin analysis,” said Sosa. “The market has never been more competitive and these services, which traditionally have only been available to large national chain pharmacies, will become the new standard for independent pharmacy.”

The RxKey interface with Mevesi includes the following MevesiRx products:

- **Mevesi•Rx® View** provides insights into the business, stores, products or market performance while users are enabled to effectively share critical information across the organization.
 - Easy to use report library
 - Key performance and business dashboards
 - Margin, drug, payer and physician scorecards.
 - Unlimited data filtering
- **Mevesi•Rx® Connect** creates and disseminates NCPDP compliant custom reports and data files to an unlimited number of parties such as:
 - Owners, executives, managers and pharmacists
 - Drug manufacturers
 - Patient assist programs (PAP)
 - Government entities and other third parties.



- **Mevesi•Rx® Messenger** is an automated Interactive Voice, eMail, and SMS Text clinical solution that can generate thousands of interactions like:
 - Provide patients with reminders and notifications
 - Physician automated notifications
 - Perform clinical management assessments
 - Connect with patients through various marketing and promotional campaigns

For more information about the Mevesi product or to schedule a product demo, please contact Jon Licata at 800-372-1560 or jon.licata@mevesi.com.

About KeyCentrix

KeyCentrix™ is dedicated to the pharmacy industry by offering best in class technology, thought leadership, world-class solutions consulting, and hands-on support ensuring our customers are equipped with solutions to advance pharmacy practice. Our pharmacy management system, RxKey®, “thinks like a pharmacist!” RxKey is a diverse system with a wide scope of functionality focused on improving efficiency, enhancing safety and increasing profitability. This innovative solution is designed to empower clients with business intelligence tools and multiple processing capabilities to advance patient care outcomes. With our integrated flexTRAX Point of Sale, we offer a complete solution for your pharmacy. For more information on KeyCentrix products or services, please visit: www.keycentrix.com.