

[UNVEILING / LAUNCH DATE]  
PRESS RELEASE  
Contact: [Contact Name & Title]  
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## [Pharmacy / Business Name] Announces New Medication Packaging Service to Improve the Health of [City] Pharmacy Patients

[PakMyMeds provides a simpler, safer medication experience through convenient, personalized packaging, using the latest in pharmacy robotics.]

[[City, State – Date]] – [Pharmacy / Business Name], a forward-thinking pharmacy in [city/state/region], recently added PakMyMeds, a new service designed to prevent dangerous medication errors for patients taking multiple prescriptions. PakMyMeds removes the guesswork for patients, by allowing the pharmacy to pre-sort and package patient medications, labeling each dose by day, date and time. The convenient, easy-to-open packaging makes taking prescribed medications more straightforward, and hassle-free.

PakMyMeds allows for greater independence in care-at-home situations, and can accommodate prescriptions, OTC meds, and even supplements. Studies show that more than half of patients on multiple medications do not take their medications correctly. Medication non-adherence leads to 125,000 preventable deaths and more than \$500 billion in avoidable healthcare costs each year.

“PakMyMeds eliminates the confusion and inconvenience for patients taking a large number of daily medications,” said [Name, Title, Pharmacy / Business Name]. “The date-and-time stamped pouches mean no more pill sorting and fewer errors. Our patients tell us they’ve experienced life-changing improvements to their health, and family members are thrilled that their loved ones no longer skip doses or accidentally take too many of these vital medications.”

[Pharmacy / Business Name] offers the PakMyMeds service at no charge, and will even deliver the medication to customers for free.

“I’ve been using PakMyMeds for [length of time], said [patient first name last initial], of [patient city of residence]. “I have Parkinson’s disease. Before, just unscrewing and screwing the lids, and filling the little square plastic cells in my old-fashioned pill organizer, it was so difficult and time consuming. I couldn’t get the pills out after I got them in there. It was just cumbersome and aggravating. Now, all I do is just tear off the end of the pouch, and I’m done.”

**Commented [BC1]:** Only use patient’s full name if they have signed a release form.

With PakMyMeds, taking medications on-the-go is especially simple—in just seconds, patients can tear off the medication pouches they'll need. This can help busy patients to continue to live more independently.

"I travel a lot, and it used to be so difficult to bring all those bottles," said [patient first name last initial]. "With PakMyMeds, it takes much less room. You're not worried about bottles rolling away or dropping out of the car. It's just so much more convenient. I just love it. If you're going to be gone for a week, you can roll off enough little pouches to last that long, and lay them in your suitcase, nice and flat."

The PakMyMeds service is made possible by [Pharmacy Name]'s installation of the RapidPakRx™, a pharmacy robot designed and manufactured in the United States. With 23 vision systems and three layers of integrated machine vision pill detection, verification, and inspection, RapidPakRx can provide a high volume of multi-med pouches with unparalleled accuracy and speed, at a very low cost.

PakMyMeds is available immediately. To learn more about PakMyMeds, visit the pharmacy's newly updated website at [www.website.com], or call [Pharmacy Phone Number].

"With PakMyMeds our patients will become more adherent with less hassle and less worry, which means overall wellness improves," said [Pharmacist/Pharmacy Owner Name].

**About [Pharmacy / Business Name]**

[Insert your company's three or four sentence standard boilerplate paragraph here.] For more information on [Pharmacy / Business Name], visit [www.website.com].

