

MEDIA ALERT

For Immediate Release

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INDEPENDENT PHARMACIST BECOMES ONE OF THE FIRST TO OFFER FREE MY DOSE ALERT Marley Drug Drives Ahead of Major Chains

(Winston-Salem, NC) – Marley Drug has signed on as the only pharmacy in Winston-Salem to offer free My Dose Alerts. The alerts, not offered by any major chains, are a way for customers to receive dosage reminders through phone calls, emails or text messages. Marley Drug is one of only eight pharmacies in North Carolina to offer this service. A client can sign themselves or a loved one up for the alerts, and can also receive monthly emails with information regarding their condition. These services are free to anyone that signs up for them and do not require the patrons to be a customer of Marley Drug.

How it works. When patrons come in to pick up their prescriptions, they are asked whether or not they, or a forgetful loved one, would like to be reminded when it's time to take their meds. The customer can even receive monthly e-newsletters relating to their medication or condition.

Persons over the age of 65 are at high risk for conditions related to medication misuse. Addressing this issue is important to prevent serious outcomes such as falls, drug interactions, re-hospitalization, addiction, and in many cases, death. Failure to take medication as directed - - doctor's call it "noncompliance" -- can have devastating consequences for people with chronic diseases such as asthma, high blood pressure, and diabetes, as well as those with difficult-to-treat infectious diseases such as AIDS and tuberculosis. "Forget to take your over-the-counter cold medicine and you may wind up with a bad case of the sniffles; forget to take your prescription asthma medication, and you could wind up in the hospital, or worse," said Dr. Dave Marley, the lead pharmacist and owner of Marley Drug. "Unfortunately, there are a number of reasons why patients forget to take their meds, and some of them don't have anything to do with age," added Marley. "Even if someone does not fill their prescriptions at Marley Drug, but would like to take advantage of this new technology, we invite them to call or come in."

With the busy lifestyles that most Americans lead, a person in their early 20's could be just as forgetful as a senior. This is where the My Dose Alert can be very effective.

1 out of every 2 patients does not take, refill, or check vital statistics as instructed by their physician. 84% cite forgetfulness as the main reason. This mental lapse can be fatal in many cases.

For additional information on the My Dose Alert system, or to sign up to be a part of the program, individuals my contact Marley Drug at 336-771-7672.

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Marley Drug was founded in 2003 by Dave Marley, to facilitate the pharmaceutical needs of the community and provide a family oriented environment for store patrons. The pharmacy is located at 5008 Peters Creek Parkway in Winston-Salem, NC. For additional information you may visit www.marleydrug.com.



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