

## **Vets First Choice Announces Two Strategic Acquisitions in Specialty Pharmacy Market**

*The company's innovative prescription management platform enables easy ordering, prescribing and tracking of specialty medications*

PORTLAND, Maine – August 10, 2017 – Vets First Choice, the leading provider of technology enabled healthcare solutions for veterinary practices, announced today that its parent company, Direct Vet Marketing, has acquired Roadrunner Pharmacy and Atlas Pharmaceuticals. The acquisitions are part of a global initiative to professionalize prescription management services for veterinary practices.

Roadrunner Pharmacy is the leading specialty compounding pharmacy, and is known for its innovation, quality, and high service levels. Licensed in all 50 states, Roadrunner employs more than 250 pharmacists, pharmacy technicians, and service professionals. The pharmacy built its reputation on delivering high quality compounded medications, the widest range of proprietary dose forms, and free next-day shipping service.

Atlas Pharmaceuticals is a new FDA registered 503B outsourcing pharmacy offering sterile and non-sterile drugs for in-office use. Unlike traditional compounding pharmacies, the Atlas 503B facility produces medications under the same FDA current good manufacturing processes (cGMP), applicable to drug manufacturers.

“We’re enthusiastic to enable access to specialty pharmacy services via our prescription management platform for veterinarians and patients,” said Benjamin Shaw, Founder and CEO of Vets First Choice. “The combination of these capabilities helps practices streamline workflow, improve service, and enhance client communication.”

With these acquisitions, Vets First Choice has become the leading provider of veterinary specialty pharmacy services in the US. In addition to specialty medications, its platform enables access to the complete range of branded and generic medications, therapeutic diets, supplements, and over-the-counter products for both companion animal and equine practitioners.

“The Vets First Choice platform has been an amazing asset to my practice,” said Dr. Melinda Striyle, owner of 43<sup>rd</sup> Avenue Veterinary Hospital in Glendale, AZ. “It makes it easy for my clients to receive their compounded medications, automatically sends refill reminders, lets me know when a prescription is about to expire, and updates our medical records.”

Vets First Choice will fully integrate the entire portfolio of Roadrunner Pharmacy and Atlas Pharmaceuticals with its prescription management platform. The most popular products are immediately available, including office-use only medications.

“There is a significant need among practitioners for access to quality office-use compounded medications that meet regulatory requirements,” said Nancy Costlow, PharmD, Director at Atlas Pharmaceuticals. “By meeting the strict standards set forth by the FDA for 503B outsourcing facilities, we’re giving practitioners peace of mind about quality, and addressing a huge unmet need.”

Practices can register to learn more about the Vets First Choice service and schedule a free demonstration of the platform at <http://www.vetsfirstchoice.com/RR>.

## **About Vets First Choice**

Vets First Choice is a leading provider of technology-enabled healthcare solutions for companion and equine veterinary practitioners. Founded in 2010, the company partners with veterinarians to create insight into gaps in patient care and offers professionalized pro-active prescription management to drive client engagement and improve compliance. Its services result in better prescription compliance, increased client engagement, and improved practice revenues and profitability. The company employs more than 750 professionals in offices in Arizona, Kansas, Kentucky, Maine, Nebraska and Texas, supporting 30,000 veterinary practices. For more information, please visit [www.vetsfirstchoice.com](http://www.vetsfirstchoice.com).