



Clinical Pharmacy Associates

A Prescription for Accountable Healthcare

FOR IMMEDIATE RELEASE

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Clinical Pharmacy Associates Re-Brands and Launches New Website

Laurel, MD (June 17, 2011) – [Clinical Pharmacy Associates](#) (CPA) today announced the launch of a new website and a revamped brand, which are designed to bring added visibility and clarity to a leader in clinical pharmacy management.

CPA, a leading provider of solutions that enable hospitals, nursing homes, and managed care plans to realize the benefits of superior pharmacy and medication management in the new era of accountable healthcare, has chosen to recognize its four business units as separate but interdependent brands.

“Our new website will draw attention to our strengths and deep experience in clinical pharmacy management,” said Dick Dandurand, Managing Director of Clinical Pharmacy Associates. “At the same time, we are providing easy access to information that clinicians and health care executives can use to make better, more well-informed formulary decisions – decisions that will improve care and create cost savings. That’s really what our organization is all about.”

The consulting division of the company will now be known as [CPA Advisors](#). It provides consulting services that enable hospitals and other health care organizations to satisfy critical pharmacy, formulary and patient outcome needs and address operational, technological and regulatory issues facing their facilities.

CPA's hospital pharmacy management division, now to be known as [*CPA OnSite*](#), is comprised of a group of experienced clinical pharmacists who are available to health care organizations on a long-term contractual basis, thereby enabling the organizations to have top flight clinical and management direction.

[*CPA MedNovations*](#), a pioneer and leader in the development and advancement of the practice of after-hours telepharmacy, provides health care institutions with a cost-effective way to address the growing demand for clinical pharmacists on a round-the-clock basis.

[*CPA Analytics*](#) is the drug information division of the company. Central to its services is [*P&T on Demand*SM](#), a program that provides CPA's proprietary reports and reviews online in pharmaceutical and therapeutic (P&T) committee-ready format. This provides busy directors of pharmacy, P&T chairpersons and health care administrators the tools needed to support effective and efficient P&T development. In addition *CPA Advisors* can provide in-depth direction and implementation of the entire P&T process for client institutions.

The re-branding includes a new corporate identity and [*website*](#) that focuses on the four divisions of the company. The centerpiece of the new identity is a logo that captures the initials "CPA" in a simple, stylized capsule reminiscent of pharmaceutical capsules. In addition to providing details about the value of each CPA division, the new website gives visitors access to features that include [*CPA Journal Club*](#), [*Ask the Informaticist*](#) and *P&T on Demand*. *CPA Journal Club* is a monthly newsletter that brings medication safety information to busy practitioners. *Ask the Informaticist* gives pharmacists the opportunity to go online and present questions about Information Technology issues and implementation to CPA's skilled staff of pharmacy IT experts.

The new brand identity was created by [*360 Marketing Strategy & Communications*](#), a Boston-based branding and marketing communications company.

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