



IVPCARE Reproductive Health Services is the largest independent specialty pharmacy focused on Reproductive Health. Since 1991, we have been committed to providing the highest level of care for patients undergoing infertility treatments. We provide much more than simply filling a prescription. We have built a business based on patient advocacy and have earned a reputation of unparalleled service.

Specialty Pharmacist dramatically improves the delivery of training to nurses, doctors and patients.

Can you lower training costs and raise your client satisfaction at the same time? A Learning Management System from IntraLearn allowed *ivpcare* to dramatically improve the delivery of training to nurses, doctors and patients, all while lowering training costs and raising their client satisfaction.

ivpcare is the leading provider of specialty pharmaceutical delivery and disease state management services to individuals experiencing infertility and other illnesses including multiple sclerosis and arthritis. By initially focusing its services on the specific needs of the infertility population, the company has developed a comprehensive model to meet the pharmaceutical needs of other disease states.

ivpcare's purpose is to promote wellness and improve the human condition. As the model for hi-tech pharmaceutical delivery systems, they consistently strive to exceed the needs and expectations of their customers and employees.

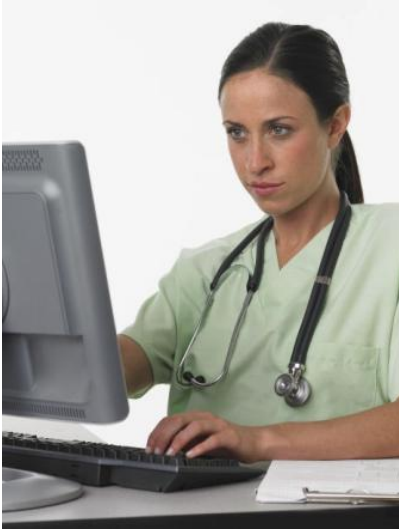
Business Needs

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Lowering the Cost of Healthcare

ivpcare differentiates itself from other distributors (i.e. retail pharmacies) through its value-added services. These services are intended to:

- Reduce the time necessary for the caregiver to educate the patient regarding treatment
- Increase patient compliance with prescribed therapy
- Educate patients on the preparation and use of injectable pharmaceuticals
- Reduce potential errors in dosing or product waste and reduce the overall cost of treatment.



"ivpcare is an innovative leader that strongly believes in educating our clients. We continue to invest significant resources into our 'Education Matters Program.' We feel IntraLearn is a major component of our success in developing, delivering and managing e-Learning for our clients. The response we've received has been fantastic."

Von L. Best

President and CEO, ivpcare

ivpcare searched diligently for a robust e-Learning system to provide 24/7, 365 days a year training for its clients. They needed an online training solution for its infertility, arthritis, and multiple sclerosis courses for Health Care Professionals. IntraLearn's fully integrated e-Learning platform, with course authoring tools, system-wide reporting, remote registration, security and scalability was just what *ivpcare* was looking for. The ease of deployment meant that the company could publish hundreds of its infertility, arthritis, and multiple sclerosis courses to the Web rapidly.

High-growth Business

Selected as Dallas/Fort Worth's 16th-fastest Growing Private Company in the category of mid-sized companies, *ivpcare* is headquartered in Frisco, Texas and has two distribution facilities. The company employs over 100 individuals focused upon delivering the highest level of customer service available in the industry. Professional staff members include pharmacists and nursing specialists. Management believes that a key contributing factor to the company's strength is the corporate-wide focus on minimizing the burden and stress felt by its customers. This service-oriented culture is mirrored by the company's relationship with its employees.

Exceeding Expectations

ivpcare has had an average growth rate of 110 percent during the past 5 years,

according to the EDC. In 1999, its revenue increased by more than \$10 million. DeWayne Manning, Senior Vice President of Client Operations for *ivpcare*, does not see any immediate changes for *ivpcare*, but there could be expansions or changes in the long term. "We're hoping for continued growth and diversification," Manning added, "What changes we make are yet to be seen, but we're working diligently to look at new ways to do business." Online training with IntraLearn maximizes the efficiency and cost of training and certifying employees, by providing round-the-clock access to learning and its services.

JCAHO Accredited

From the patient's perspective, IVPCARE Reproductive Health Services makes a complicated, anxiety-laden, self-administered, injectable drug regimen easier to understand, obtain and perform. Aside from the 24 hour customer service, additional services include guaranteed overnight delivery in carefully packaged containers, full confidentiality, reimbursement assistance, in-house benefit investigation experts, educational tools, and supplies.

IVPCARE Reproductive Health Services is JCAHO accredited; Joint Commission on Accreditation of Healthcare Organizations. IVPCARE Reproductive Health Services' JCAHO accreditation brings value to our partners. It ensures our organization's level of performance in key functional areas, such as patient rights, patient treatment, and infection



Learn more:

IVPCARE
www.ivpcare.com

IntraLearn
www.intralearn.com

Meet And Train:
www.MeetAndTrain.com

control are aligned with national standards. JCAHO is recognized as one of the most important seals of approval in the health care marketplace. We are dedicated to delivering your product with consistent quality, cost-effectiveness and with the highest standard of customer service.

ivpcare Online

Overwhelming response to a live online support at www.ivpcare.com has prompted the national specialty pharmacy to increase its trained staff of “*i care*” operators. “Many patients have told us that it is difficult to discuss their medication needs by phone due to open work areas or other reasons relating to confidentiality,” said DeWayne Manning.

Use of the “*i care*” button on multiple pages of the pharmacy’s Web site has given customers access to the company’s services in a confidential manner, Mr. Manning noted.

While the pharmacy’s toll free telephone service 1-800-483-8001 retains its popularity, **ivpcare** has future plans to expand the online service with online courses. “Topics of the online courses would be for clinicians initially and will expand to topics aimed at educating patients,” said Rosanne Best, Vice President of Corporate Communications. “Because major pharmaceutical companies see this as a special benefit, we are working with several potential partnerships to make it a reality,” Ms. Best disclosed.