

Company Profile

Executive Summary

About TOS Systems

TOS Systems Inc. began in 1994 by providing medical practice management database solutions / systems. This expertise has allowed us to evolve into a superior sales and marketing technology firm specializing in targeted healthcare communications. We create, develop, and execute streamlined technology tools that have been used by thousands of practices and help build the business of healthcare. Our solutions are customized to achieve the individual strategies of our clients. Our clients range from large pharmaceutical companies to smaller healthcare / medical device manufacturers, even distributors.

Our Mission

Today, mass media marketing images are everywhere - TV, magazines, the Internet. Our approach is meant to compliment these efforts. We provide unique ways to deliver meaningful educational messages to those patients who can most benefit. Our new methods are proven and truly different in that they:

- Tap into data stored within computer systems used by physicians or pharmacies to target patients.
- Quickly, automate the process of delivering personalized, printed information to targeted patients.
- Enable messages to come from physicians, the most trusted source of health information for patients.
- Improve relationships between physicians/pharmacists and patients, through meaningful communication.

Our Sponsorship Model

Our pharma clients create the professional content for the personalized patient healthcare communications and fund the mailings for the health care practices or physician groups they select. We manage all aspects of program execution including interacting with practices, data targeting, and mailing fulfillment.

Since our tools result in improved patient education, health awareness, medication compliance and adherence, sponsorship is allowed according to current PhRMA guidelines. As a "Business Associate" to participating practices we ensure all patient health information is protected so that HIPAA compliance is maintained. Our pharma clients never see any patient data but benefit by having their message delivered to patients through the most credible source of information – doctors.

Recent Clients

We provide a personalized level of service to each practice and never forget that we represent not only ourselves but our clients. Recent clients include:

- Bausch & Lomb
- Johnson & Johnson - Vistakon
- Coopervision
- Johnson & Johnson - The Spectacle Lens Group
- Essilor
- Novartis AG - CIBA Vision



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