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FOR IMMEDIATE RELEASE

Dr. Ken Kolb Joins RxEOB as Vice President of Pharmacy Analytics

Health care tech industry leader for pharmacy benefit administration, communications and engagement hires Kolb to add clinical management experience to a growing team

RICHMOND, Va. – July 20, 2017 – [RxEOB](#), an industry leader in member engagement applications for pharmacy benefits, has added Dr. Ken Kolb of Richmond to their growing team as vice president of pharmacy analytics.

Kolb will be responsible for the development of clinical content, pharmacy analytics and outcomes analysis.

“Ken brings a unique blend of deep clinical pharmacy expertise with a technical savvy and analytical point of view that makes him ideal for the RxEOB environment,” said Robert S. Oscar, CEO of RxEOB. “RxEOB excels at providing personalized communications to members resulting in better access, improved care quality and even lower care costs. Ken’s track record of optimizing technology to provide better health care outcomes is well known, and he will help us in our mission to add value for our members.”

Kolb has extensive clinical, clinical management and informatics/health economics and outcomes research experience. In his 36-year career, he has acquired experience in a variety of settings -- pharmacy benefit management, hospital, outpatient, academia and clinical management -- and has been responsible for designing, managing and directing varied clinical management programs. He has served as primary investigator for many studies and has numerous publication credits and experience delivering presentations dealing with quality improvement, health informatics and pharmacokinetics.

“I have a keen interest in the field of pharmacy benefit management and patient preferred communication,” Kolb said. “It is my hope to bring a fresh perspective and a depth of understanding from my experience at my previous associations in this industry. I want to help RxEOB continue to lead in the field of improving health care communications throughout the patient experience.”

Kolb was previously a principal with The Kolotti Group and the director of clinical outcomes, assessment and research for Magellan Health Services. He holds a doctor of pharmacy degree from Virginia Commonwealth University.

About RxEOB

RxEOB's mission is to help PBMs, health plans and TPAs connect with their members through proprietary software applications and effective data management support and analytics. RxEOB's portal, mobile and messaging applications help members access the information they need to save money when using their medical and pharmacy plan benefits and to receive higher quality of care through improved prescription adherence. For more information on how RxEOB can help reduce your overall health care costs, please visit www.rxeob.com, or call 804-643-1540.

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