

Rx EDGE Named DTC Ad Award Finalist in the *Most Innovative Category*

Chicago, IL. February 18, 2020. – DTC Perspectives, and host of DTC National – the largest annual conference focused on direct-to-consumer pharmaceutical marketing – recently announced Rx EDGE[®] Media Network and Emergent BioSolutions as Ad Award Finalists for the Narcan Media Display program in the *Most Innovative* category.



Emergent BioSolutions joined with Rx EDGE to develop a program to help raise awareness about the risks of opioids and the life-saving potential of NARCAN[®] Nasal Spray. Thom Duddy, Vice President, Communications for Emergent BioSolutions emphasized that the risk of opioid overdose is not limited to those who have an opioid use disorder, but can include accidental opioid overdose from those taking opioids as directed who may have other risk factors as well. “The pharmacy is an ideal location for distributing these patient education booklets not only to those who take opioids, but also to family, friends, caregivers and potential first-responders,” said Nate Lucht, Chief Executive Officer, Rx EDGE Media Network.

Select retail pharmacies featured Media Displays in the analgesics aisle offering booklets containing clearly presented educational information. These booklets inform readers about opioid risks, opioid overdoses, and directions for obtaining and administering the life-saving NARCAN[®] (naloxone HCl) Nasal Spray, the FDA-approved nasal spray administered when an opioid overdose has either occurred or is suspected to have occurred.

The DTC National Advertising Awards are part of the 20th Annual DTC National Conference, held April 22-24 in Boston. The awards program showcases the best marketing and advertising across nearly 20 distinct categories. Gold, Silver, and Bronze winners will be announced during the Advertising Awards Dinner held on Thursday April 23.



[View the 2020 Ad Award Finalists](#)

For more information about DTC National Conference visit:

<http://dtcperspectives.com/dtcn/about-dtcn/>

About Rx EDGE[®] Media Network

More than 70 pharma companies spanning 185 therapeutic categories have leveraged the power of Rx EDGE[®] Media Network because they recognize the importance of the pharmacy channel as an education and communication channel. Rx EDGE[®] delivers patients to brands through unique online and in-aisle resources with the potential to reach millions of consumers looking for guidance, health services, and prescriptions across the pharmacy network.

About Emergent BioSolutions

Emergent BioSolutions Inc. is a global life sciences company seeking to protect and enhance life by focusing on providing specialty products for civilian and military populations that address accidental, deliberate, and naturally occurring public health threats. We aspire to be a Fortune 500 company recognized for protecting and enhancing life, driving innovation, and living our values. Additional information about the company may be found at www.emergentbiosolutions.com. Find us on LinkedIn and follow us on Twitter @emergentbiosolu and Instagram @life_at_emergent.

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