

## PROMIUS PHARMA LLC MARKS MILESTONE FOR THE PROMIUS PROMISE

Princeton, NJ – October 17, 2014 -- Promius Pharma, LLC. is pleased to announce that 20,000 patients have enrolled in the **Promius Promise**. The program, which is 18 months old through September 2014, has wrapped itself around severe recalcitrant nodular cystic acne patients and their healthcare providers in a very meaningful way, helping patients with insurance, as well as those without, get the care they need to treat their severe acne.

"It is exciting to see the success of this program in assisting patients to receive their acne treatment in an efficient and timely way," commented Lawrence F. Eichenfield, M.D., Professor of Pediatrics and Dermatology, Chief - Pediatric and Adolescent Dermatology - University of California, San Diego and Rady Children's Hospital, San Diego. "The dermatology community also appreciates the impact of the Promius Promise indigent care program," he said.

"The number of enrolled patients, 20,000, is an indication of the important role the **Promius Promise** has played in these patients' lives and reinforces the current need for a program designed with patient adherence in mind," commented Victor Caliman, Associate Director of Marketing for Promius Pharma. "The commitment that Promius Pharma made to the **Promius Promise** was to bolster and enhance the program over time, growing as necessary to ensure smooth transactions and searching for new areas to offer service and support. We are very proud to say that we have honored this commitment by adding new staff and program components on a regular basis to meet patient and physician needs."

Examples of the diverse services that the program provides are:

- The **Promius Promise** has provided \$2.6M dollars in point-of-sale rebate funds to eligible patients to date, helping offset the cost of therapy for insured and uninsured patients alike.
- The **Promius Promise Indigent Patient Program** has helped 309 patients obtain free medication.
- The prior authorization assistance department has helped obtain approvals for 1,915 patients to date; a success rate of more than 86%.
- The **Promius Promise** web-based provider portal has allowed any authorized prescriber using the Promius Promise, to obtain easy, instant access to secure patient data related to their prescriptions handled by the Promius Promise.

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**About Promius Pharma, LLC**

Promius Pharma is a wholly owned, branded specialty company, of Dr. Reddy's Laboratories, Inc. It is located in Princeton, NJ. Promius Pharma is a focused, leading-edge company that develops and markets innovative solutions for challenging dermatological conditions with an eye to the future to redefine therapeutic options for physicians and patients. For more information visit [www.promiuspharma.com](http://www.promiuspharma.com).

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