

For Immediate Release
September 13, 2010

Specialty Pharmacy Industry Leader Unveils New Branding in 2010 Same Great Service, Beautiful New Logo

Camarillo, Calif.—In its sixteenth year, leading specialty pharmacy Factor Support Network unveiled a new logo this month. “Our mission hasn’t changed since we started in 1994—to use proven strategies to mitigate physical, emotional, and financial challenges so we can enable our clients to focus on their health, wellness, and quality of life,” said FSN President Terry Rice. “But Factor Support Network has grown and expanded, and our new logo is a better representation of the comprehensive, leading-edge services we offer to our clients today.”

FSN is a full-service specialty pharmacy that provides factor and inhibitor products, specialty products, and supplies for clients with hemophilia, von Willebrand disease, and other bleeding disorders. They provide a range of resources—such as infusion log support and the Hemophilia Therapy Optimization Program (HTOP) of disease management—designed by people with hemophilia for others in the bleeding disorders community.

“Because we’ve been where our clients are, we understand the details of their lives and the concerns they have about their care,” said Rice. “That’s one reason we have continued to grow over the last 16 years, and why we have invested so much in healthcare information technology (HIT) to make sure we’re serving our community with the best tools available.”

Over the next several months, FSN will be launching a new website and new printed materials. They will continue to offer 24/7 on-call pharmacist and nurse support, free enrollment in their Patient Assistance Program, and Participation with a national notification program for blood safety, recalls, and drug interactions.

For more information about Factor Support Network, contact Director of Sales and Marketing Sandy Deierhoi at 352-895-8905 or SandyDeierhoi@FactorSupport.com.