

PRESS RELEASE

For Immediate Release

Contact

Kevin Hurd, Communications & Engagement Specialist
Coborn's, Inc.
320-252-4222, ext. 6311, office
kevin.hurd@cobornsinc.com

Coborn's, Inc. pioneers new method of blood pressure monitoring using high-tech PharmaSmart screening equipment

Coborn's, Inc., parent company to Coborn's, Cash Wise and Marketplace Foods stores in Western Wisconsin is leading the charge in helping guests manage their blood pressure using advanced PharmaSmart screening kiosks. Earlier this year, the company partnered with PharmaSmart® International Inc., a prominent Rochester, NY manufacturer of health screening kiosks, and developer of Health IT and health management solutions. Through the partnership, Coborn's, Inc. deployed PharmaSmart's clinically validated blood pressure kiosks and cloud based Health IT platform across 36 of its Coborn's, Cash Wise and Marketplace Foods stores with pharmacies. In addition, two kiosks were placed in the company's two clinic pharmacies in Willmar, MN and New London, MN, as well as its support center office in St. Cloud, MN.

"For us this is more than just deploying new kiosks," said Jim Cox, Coborn's, Inc.'s Pharmacy Director. "With PharmaSmart, we now offer our guests a credible, evidence-based program for blood pressure management, including full integration into our Rx Software, and a branded patient health portal."

Using this integrated system, a Coborn's, Inc. pharmacist is able to see patient blood pressure data in real-time. The system logs systolic pressure, diastolic pressure and pulse data on a card each time a patient uses the PharmaSmart machines. Cards are available to guests free of charge at all Coborn's, Inc. pharmacies. The PharmaSmart screening kiosks also produce average blood pressure readings based on the past 30 screenings. Using these numbers, a pharmacist can quickly spot issues and make recommendations where blood pressure control is not being achieved. With such a system in place, Coborn's, Inc. guests who may not have otherwise received input on their numbers can now receive guidance, including recommendations to visit their medical provider, when they visit the pharmacy.

"This system allows us to help our guests take better charge of their health," Cox said. "PharmaSmart has streamlined the process and made it easier to accomplish this."

While Coborn's, Inc. is not the first company to install and use PharmaSmart machines, it has pioneered the process of uploading blood pressure results in real-time to patient's profiles in the pharmacy system. This information can be accessed by patients through a portal or via a Coborn's, Inc. pharmacist.

We evaluated deploying traditional, 'recreational' kiosks, but PharmaSmart's program better supports Coborn's reputation as a trusted healthcare brand, and bolsters our credibility with physician groups, health plans, and our own pharmacists, who want to know that their patient management tools are backed by evidence," Cox said. "Developing this robust program for the well-being of our guests aligns with our vision to "Be Remarkable - inspire happiness, healthy living and simplicity one guest at a time."

About Coborn's Inc.

St. Cloud, Minn.-based [Coborn's, Inc.](#) is a 96-year-old employee-owned grocery retailer with approximately 7,500+ employees and 53 stores across Minnesota, North Dakota, South Dakota, Illinois and Wisconsin under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#) and [Save-A-Lot](#) banners. Coborn's, Inc. also owns [CobornsDelivers](#), an online grocery ordering and home delivery service; and stand-alone convenience, liquor and pharmacy locations. To support its 120 retail locations, Coborn's, Inc. operates its own central bakery, gluten-free bakery, dry cleaning facility and grocery distribution center. In 2017, Coborn's was named a "Top Workplace in Minnesota" by the Star Tribune and was named to Achievers' list of "50 Most Engaged Companies."

About PharmaSmart®

PharmaSmart®, headquartered in Rochester, NY, currently serves more than 7,000 locations, including retail pharmacies such as Giant Eagle Supermarkets, Brookshire Grocery Company, Kinney Drugs, Bartell Drugs, Coborn's, Inc., SpartanNash, Roundy's, /Mariano's a division of Kroger, Associated Food Stores, Leader, Good Neighbor, Price Chopper, Astrup Drug, Winn Dixie, Big Y Foods, Harmons Grocery, Wal-Mart Canada, Safeway Canada, Loblaw's, Le Groupe Jean Coutu, Shoppers Drug Mart, Rexall/Katz Group, Zellers, Sobey's Lawton's, and other fine pharmacies. PharmaSmart® also serves major worksites, military bases, University Schools of Pharmacy, hospitals and medical clinics.