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FOR IMMEDIATE RELEASE

Howard Darvin, MD, FACS, Joins RxEOB as Chief Medical Officer

Health care tech industry leader for pharmacy benefit administration, communications and engagement hires Darvin to head new clinical group

RICHMOND, Va. – June 29, 2017 – [RxEOB](#), an industry leader in member engagement applications for pharmacy benefits, has added Dr. Howard Darvin of Cleveland, Ohio, to their growing team as chief medical officer.

Darvin will oversee development and management of RxEOB’s clinical content library and intervention initiatives and will be responsible for health improvement and outcomes studies.

“Dr. Darvin has already consulted with us for over a decade, and we are thrilled to finally bring him into a formal clinical leadership role,” said Robert S. Oscar, CEO of RxEOB. “RxEOB has long been a leader in pharmacy program management and member engagement. By pairing that expertise with an enhanced clinical competency, we can substantially improve the quality of care for patient populations managed by our health plan and PBM clients.”

Darvin has spent 28 years in clinical practice in both academic and community settings. Graduating with Bachelor of Science and Doctor of Medicine degrees from Howard University, Darvin also trained at UCLA Medical Center in Los Angeles, Mount Sinai Medical Center in Cleveland, and St. Anthony Medical Center in Columbus, Ohio. A vascular surgeon for most of his career, Darvin also served as assistant professor of surgery at Case Western Reserve University School of Medicine.

“My decades of direct patient care and work in the clinical setting provide a great perspective, which I intend to leverage for the enrichment of RxEOB’s population health management efforts,” Darvin said.

Darvin was previously with University Hospitals of Cleveland, and prior to that, he founded and managed Vascular Solutions in northeast Ohio. He has also served on the board of the Northeast Ohio chapter of the Juvenile Diabetes Research Foundation.

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 messaging platform and its portal and mobile applications help members access the information they need to save money when using their medical and pharmacy benefit plans and to receive higher quality of care. 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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