



## **PharmaSmart International, Inc and AstraZeneca Canada Enter Into Strategic Partnership to Elevate Pharmacy Based Hypertension Management**

*PharmaSmart International, Inc., an award winning Inc. 5000 company and "Top 100" Rochester, NY Growth Company, is partnering with AstraZeneca Canada to deliver innovative tools and programs to pharmacists, physicians and patients for the improved management of hypertension. The partnership program positions community pharmacy at the front lines of disease state management, and will involve a select group of Canadian retail pharmacy participants.*

Rochester, NY ([PRWEB](#)) December 30, 2009 -- PharmaSmart International, Inc., an award winning Inc. 5000 company and "Top 100" Rochester, NY Growth Company, is partnering with AstraZeneca Canada to deliver innovative tools and programs to pharmacists, physicians and patients for the improved management of hypertension. The partnership program positions community pharmacy at the front lines of disease state management, and will involve a select group of Canadian retail pharmacy participants. More details and timelines will be released at a later date.

“The AstraZeneca Canada partnership further strengthens our commitment to the retail pharmacy and the patient community, and aligns well with our mission and core competency,” states Ashton S. Maaraba, PharmaSmart’s Senior Vice President/GM, Global Sales & Operations. “Hypertension is the #1 contributor to premature death in North America. By combining our technology and programs with the strength and expertise of companies like AstraZeneca Canada, we can better combat this deadly disease. This program launch is the result of hard work by both the PharmaSmart and AstraZeneca Canada teams, as well as the vision and commitment of the select retail partners. Our shared vision and commitment made the partnership a reality.”

Josh Sarkis, PharmaSmart’s, Senior Vice President/GM, Strategic Business Development, stated, “It is now widely acknowledged that chronic diseases such as hypertension are best managed with the help of community based health professionals. By providing pharmacists with innovative technology, patient tools and educational support, we believe that we can help today’s pharmacy achieve its full potential in terms of managing the hypertensive patient. We are extremely pleased to be partnering with AstraZeneca Canada and our retail partners in a program that will accelerate this important evolution in pharmacy based healthcare.”

PharmaSmart, headquartered in Rochester, NY, USA, is a world leader in blood pressure screening technology, providing innovative solutions to meet the needs of medical providers, employers, pharmacists, and patients to test, track, and manage blood pressure. PharmaSmart equipment currently performs over 65 million blood pressure tests per year. PharmaSmart’s unique services, technology, and data integration capabilities are utilized by chain pharmacies, corporate worksites, fitness facilities, and medical clinics as a core disease state management solution.

For more information visit the company's website at [www.pharma-smart.com](http://www.pharma-smart.com) or contact Corporate Communications Mary Ann Rutkowski at (800) 781-0323.



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