



GenieMD and RxHealing Partner to Expand Pharmacy-Based Chronic Care Management

Partnership brings together independent pharmacists, virtual care, and ongoing clinical support to make chronic care more accessible between traditional medical visits

FORT WAYNE, Ind. and San Francisco Calif., September 9, 2026 – GenieMD Medical Group and RxHealing today announced a strategic partnership to expand access to Chronic Care Management (CCM) through participating independent pharmacies.

The partnership combines RxHealing's pharmacy network and operational expertise with GenieMD's nationwide clinical network, virtual care platform, and care-management infrastructure, creating a coordinated model that brings ongoing chronic care closer to where patients already receive their medications.

For patients living with multiple chronic conditions, care often becomes fragmented between physician visits. Independent pharmacists are uniquely positioned to help close that gap because of their accessibility, medication expertise, and frequent interaction with patients.

"The best chronic care in America is already sitting behind the pharmacy counter," said Eric Lankford, Founder and Chief Executive Officer of RxHealing. "What's been missing is the operational support to deliver it consistently."

Through the program, eligible patients at participating pharmacies can enroll in Chronic Care Management and be evaluated by a board-certified GenieMD Medical Group provider. Once enrolled, the pharmacist becomes an active part of the patient's ongoing care-management team, helping support the established care plan and coordinate with GenieMD providers when clinical needs arise.

Participating pharmacists support patients with:

- Medication adherence and reconciliation
- Ongoing health and medication monitoring
- Patient education and engagement
- Identification of medication-related concerns
- Reinforcement of the patient's care plan
- Coordination with GenieMD Medical Group when clinical issues arise

RxHealing supports the initial patient outreach and education process, helping introduce eligible patients to the program before enrollment.

"We handle the initial outreach and education so the pharmacy doesn't have to explain the program at the counter," Lankford said. "Once a patient is enrolled, the monthly care management is done by a pharmacist they already know."

The model is designed to make chronic care more continuous and accessible while allowing pharmacists to play a greater role in the long-term health of the patients they already know and serve.

"Independent pharmacists are among the most accessible and trusted healthcare professionals in their communities," said Hai Thai, PharmD, MBA, Chief Clinical Officer of RxHealing.

"Through our partnership with GenieMD, we are creating a practical pathway for pharmacists to serve as Chronic Care Coaches supporting medication adherence, reinforcing the patient's care plan, and helping address gaps between provider visits. By combining GenieMD's CCM infrastructure with RxHealing's pharmacy relationships and onboarding support, we can extend coordinated care into the communities where patients live."

"Managing chronic conditions requires much more than an occasional physician visit," said Dr. Soheil Saadat, Founder and CEO of GenieMD. "By bringing together the trusted relationship patients already have with their pharmacist and GenieMD's clinical and virtual care infrastructure, we can create a much more continuous care experience. This partnership gives patients another layer of support to stay engaged with their care, address issues earlier, and ultimately achieve better long-term health outcomes."

The collaboration represents a broader shift toward longitudinal care delivered beyond the traditional clinic, connecting patients, pharmacists, medical providers, and technology in a coordinated care model.

About GenieMD

GenieMD is an award-winning digital health and virtual care company delivering a connected, longitudinal care experience across every stage of the health journey – from acute needs and Chronic Care Management to longevity, wellness, and performance.

Through GenieMD Medical Group, patients have access to board-certified providers, supported by an integrated platform for telehealth, Remote Patient Monitoring (RPM), Remote Therapeutic Monitoring (RTM), Chronic Care Management (CCM), AI-enabled care, and ongoing care management. GenieMD brings together the virtual care services patients need to stay healthier, perform better, and receive continuous support wherever they are.

For more information, visit [GenieMD](#).

About RxHealing

RxHealing is a healthcare enablement organization dedicated to advancing patient outcomes across the continuum of care. RxHealing develops and supports specialized teams that educate and assist providers in delivering evidence-based, patient-centered solutions, while connecting independent pharmacies, clinical partners, and technology platforms to strengthen coordinated care delivery beyond the traditional point of care. Through remote care programs delivered via pharmacy and clinic partners, RxHealing provides the clinical infrastructure, operational support, and digital tools necessary to help providers and pharmacies manage patient care between visits and promote long-term health outcomes.

For more information about RxHealing and its remote care programs, visit rxhealing.com.

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