



NEWS RELEASE

EnlivenHealth Highlights VaxReach Ahead of ThoughtSpot 2026 — Designed to Help Pharmacies Strengthen Communities Through Vaccination

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New solution may help pharmacies grow monthly vaccinations by up to 66%¹

FORT WORTH, Texas--(BUSINESS WIRE)-- **EnlivenHealth**, Inc., a subsidiary of Omnicell, Inc. ("EnlivenHealth") and a leading innovator in pharmacy technology and patient engagement solutions, today announced the launch of VaxReach, a proactive vaccine outreach program designed to help pharmacies identify eligible patients and automatically reach them with timely messages that are intended to drive more vaccine traffic into the store. The company will highlight the program at **ThoughtSpot 2026**, as pharmacies prepare for respiratory and flu season, looking for potentially more efficient ways to turn vaccine opportunities into in-store vaccinations.

VaxReach combines vaccine opportunity identification with automated outreach that is intended to help pharmacies move from reactive reminders to proactive patient activation without relying on manual list-building or one-off calls. The program is built to help pharmacies reach patients before they are already at the counter, when demand is forming but staff may already be stretched.

The **2025-2026 flu season was the worst the United States has experienced in 25 years** (according to the Harvard Gazette), but according to **CDC data**, flu vaccinations were down year over year, with only 47% of U.S. adults receiving the vaccine during the 2025-26 season. Since **1994**, pharmacists have played a vital role in supplying and administering vaccines, ensuring that vulnerable populations have easy access to these life-saving treatments.

"The pharmacy is often the most accessible source of care in the United States. Almost **90% of Americans live within 5 miles of one**," said Martha Thorne, senior vice president and general manager of EnlivenHealth. "With flu and respiratory infections ramping up in recent years, we believe it is important to help pharmacists find more efficient ways to provide customers convenient access to vaccines. Clinical services in the pharmacy should support

both the business model and public health goals.”

Based on EnlivenHealth’s modeling of internal data, we believe VaxReach has the potential to increase monthly vaccinations by up to 66%.¹ In our experience, even a modest increase in converted opportunities may be able to translate into meaningful gains for pharmacies and better access to timely vaccination for patients.

“Pharmacy’s business model has to keep evolving,” said Thorne. “Communities need their local pharmacies to stay in business, and we believe clinical services are a critical part of that future. VaxReach is designed to help pharmacies build that model by reaching eligible patients earlier and creating more vaccine-driven care opportunities.”

How may pharmacies be able to increase vaccination rates in their local communities?

VaxReach features are designed to help pharmacies find eligible patients, reach them automatically, and drive more vaccine visits without adding manual work through:

- Automated patient identification engineered to use prescription history, engagement data, age, payer, and eligibility criteria to surface patients due for recommended vaccines
- Voice and SMS outreach built to automatically deliver personalized education and vaccination prompts to encourage patients to come into the pharmacy
- Personalized reminders and follow-up messaging meant for vaccine series completion, boosters, and ongoing engagement
- Multichannel delivery so outreach reaches patients through the channels that work best for them
- Turnkey deployment and centralized visibility intended to allow pharmacy teams to launch and monitor campaigns without a heavy manual lift
- Optional scheduling-related add-ons such as patient self-scheduling, appointment management, registry reporting, and digital pre-visit forms, depending on the package.

For more information, visit **EnlivenHealth.co** or chat with the EnlivenHealth team at Booth #163 at ThoughtSpot 2026.

About EnlivenHealth

EnlivenHealth, a division of Omnicell, Inc., helps pharmacies and healthcare organizations strengthen patient relationships, improve performance, and support clinical initiatives through modern engagement solutions. EnlivenHealth Network and Reach together enable scalable pharmacy participation in manufacturer-sponsored programs that deliver value to pharmacies, patients, and manufacturers. Learn more at **EnlivenHealth.co**.

Forward-Looking Statements

Certain statements contained in this press release relate to the expected benefits and objectives of EnlivenHealth's products and services, including EnlivenHealth's VaxReach solution (and any implied financial impact in connection with the foregoing). These statements are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Without limiting the foregoing, statements including the words "expect," "intend," "may," "will," "should," "would," "could," "plan," "potential," "anticipate," "believe," "forecast," "guidance," "outlook," "goals," "target," "estimate," "seek," "predict," "project," and similar expressions are intended to identify forward-looking statements. Actual results and other events may differ significantly from those contemplated by forward-looking statements due to numerous factors that involve substantial known and unknown risks and uncertainties many of which are beyond our control. These risks and uncertainties include, among other things, (i) Omnicell's ability to take advantage of growth opportunities and develop and commercialize new solutions and enhance existing solutions, (ii) delays, technical challenges and unexpected or greater than anticipated expenses associated with developing new products and services or failing to achieve technological or economic feasibility, obtain regulatory approval or gain market acceptance, (iii) reduction in demand in the capital equipment market or reduction in the demand for or adoption of our solutions, systems, or services, (iv) Omnicell's ability to meet the demands of, or maintain relationships with, GPOs and its institutional, retail, and specialty pharmacy customers, (v) risks related to failing to maintain expected service levels when providing our SaaS and Expert Services or retaining our SaaS and Expert Services customers, (vi) unfavorable general economic and market conditions, including longer timeframes for purchasing decisions and entering into agreements for our products or solutions, (vii) continued and increased competition from current and future competitors in the medication management automation solutions market and the medication adherence solutions market, (viii) any disruption in Omnicell's information technology systems and breaches of data security or cyber-attacks on its systems or solutions and any potential adverse legal, reputational, and financial effects that may result from it and/or additional cybersecurity incidents, as well as the effectiveness of business continuity plans during any future cybersecurity incidents, (ix) Omnicell's ability to protect its intellectual property, (x) risks related to Omnicell's investments in new business strategies or initiatives, including its transition to selling more products and services on a subscription basis, and its ability to acquire companies, businesses or technologies and successfully integrate such acquisitions, (xi) risks presented by government regulations, legislative changes, fraud and anti-kickback statutes, product liability claims, the outcome of legal proceedings, and other legal obligations related to healthcare, privacy, data protection, and information security, and the costs of compliance with, and potential liability associated with, our actual or perceived failure to comply with such obligations, including any potential governmental investigations and enforcement actions, litigation, fines and penalties, exposure to indemnification obligations or other liabilities, and adverse publicity related to the same, and (xii) other risks and uncertainties further described in the "Risk Factors" section of Omnicell's most recent Annual Report on Form 10-K, as well as in Omnicell's other reports filed with or furnished to the United States Securities and Exchange Commission ("SEC"), available at www.sec.gov. Forward-looking

statements should be considered in light of these risks and uncertainties. Readers are encouraged to review this press release in conjunction with our most recent Annual Report on Form 10-K and our other reports filed with or furnished to the SEC. Investors and others are cautioned not to place undue reliance on forward-looking statements. All forward-looking statements contained in this press release speak only as of the date of this press release. Omnicell and EnlivenHealth assume no obligation to update any such statements publicly, or to update the reasons actual results could differ materially from those expressed or implied in any forward-looking statements, whether as a result of changed circumstances, new information, future events, or otherwise, except as required by law.

¹ Projected results based on EnlivenHealth's internal analysis. Assumes a five percent (5%) vaccination rate for vaccination eligible patients identified by VaxReach. Additional detail is available upon request. Discussion of potential benefits or expected outcomes does not imply, and EnlivenHealth does not guarantee, that any specific impact or improvement will be achieved. Customer outcomes are dependent upon many different factors and individual results may vary.

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