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Contact: Jenna Elving
Prime Therapeutics
651.414.8461
jelving@primetherapeutics.com

Prime Therapeutics Becomes First PBM to Join the Center for Health Value Innovation

ST. PAUL – Prime Therapeutics (Prime) has joined the Center for Health Value Innovation as the first participant from the pharmacy benefit manager (PBM) industry. The Center for Health Value Innovation is a non-profit organization that collaborates with leading organizations to develop and promote innovative value-based health strategies with the end goal of improving the health of employees. Members of the Center represent various sectors of health care such as health plans, providers and employers.

Prime joined the Center for Health Value Innovation to provide additional support and value to its clients in their development of value-based health strategies. The new membership provides Prime and Prime’s clients with additional exposure and access to other industry thought leaders and best practices. “Prime welcomes this opportunity to discuss effective tools and techniques surrounding value-based health strategies with others who share Prime’s philosophy of putting the patient’s health first,” stated Christine Solberg, Assistant Vice President, Clinical Products and Benefit Strategy for Prime.

David Hom, Chairman of the Board for the Center, said, “The Center was established to provide a concept studio for learning and sharing the evidence of success of value-based designs. Prime came to an early workshop, learned from other innovators and moved quickly to join the work of innovating to improve health and reduce cost inflation.”

“We are delighted to welcome Prime Therapeutics to our distinguished panel of innovators,” said Center President Cyndy Nayer. “Prime has listened to the client needs for both value and improved health status.”

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Prime views value-based benefit design as an important tool to help PBMs and health plans ensure that their messages to members are aligned. “On one hand, the industry has been saying ‘take your medications’ while on the other hand, saying ‘pay more for the medication you take’,” stated Solberg. “Through value-based design, plan sponsors are aligning their messages by providing essential drugs at lower cost to those who benefit the most.”

As a Center advisor, Solberg will be participating in the Health and Human Capital Conference to share Prime’s philosophy on value-based benefit design on January 31, 2008 in Washington, D.C.

Prime is proactive and innovative in developing new ways to ensure members receive the highest quality of care at the lowest overall costs to members and plan sponsors. Prime’s unique relationship with Blue’s Plans allows for a unique integration of best in class medical and pharmaceutical management programs to align messages, reduce administrative costs and improve health outcomes.

Prime Therapeutics is a pharmacy benefit management company dedicated to providing, innovative, clinically-based, cost effective pharmacy solutions for clients and members. Providing pharmacy benefit services nationwide to approximately 14.6 million covered lives, its client base includes Blue Cross and Blue Shield Plans, employer and union groups, and third-party administrators. Headquartered in St. Paul, Minnesota, Prime Therapeutics is collectively owned by 10 Blue Cross and Blue Shield Plans, subsidiaries or affiliates of those Plans. Learn more at www.primetherapeutics.com.

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