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### **Prime Therapeutics Introduces Efficiency Program to Help Employers Understand How to Most Effectively Spend Pharmacy Dollars**

ST. PAUL – Prime Therapeutics (Prime), a thought leader in pharmacy benefit management, announced today the release of its Efficiency Program. The Efficiency Program provides a targeted approach to value-based pharmacy management and helps employers understand how to spend their limited health care dollars in ways that are most beneficial to the health of their employees. Prime will be presenting this new program at the Pharmacy Benefit Management Institute (PBMI) 2008 Drug Benefit Conference on February 28, 2008.

Prime's Efficiency Program was developed as a tool to help plan sponsors control health care costs while improving the health of their members. The program focuses on core therapeutic categories where evidence-based medicine demonstrates a proven positive health outcome. For each core therapeutic category, Prime uses predictive modeling logic and medical claims information to identify members at high risk for an adverse health event within a population. Pharmacy claims are then used to determine which members have been prescribed a drug therapy and which members have not. Prime's Efficiency Program combines both pieces of information to provide a metric that plan sponsors can use to gauge how efficiently they are spending their pharmacy benefit dollars.

Patrick Gleason, PharmD, Prime's Director of Clinical Outcome Assessment, indicates, "This approach focuses on overall health care including both medical and pharmacy care. This program will help plan sponsors answer the question: are we spending our pharmacy dollars effectively and where do we need to make improvements?"

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Gleason will be presenting the Efficiency Program and will provide tangible examples of the value of integrating medical and pharmacy claims to improve pharmacy benefit performance at the 2008 PBMI Drug Benefit Conference in Phoenix, Arizona, on February 28, 2008.

Using the information provided through Prime's Efficiency Program, clients may choose to implement clinical programs or value-based benefit designs, or a combination of the two. Prime offers clinical programs that implement different member interventions based on whether members are at high risk for an adverse health outcome. Value-based benefit designs provide plan sponsors with the opportunity to remove cost barriers for impacted members. This type of design often includes offering generic drugs in a particular therapeutic category at a lower cost.

As part of its commitment to supporting clients in the development of innovative pharmacy benefits, Prime was the first pharmacy benefit manager to join the Center for Health Value Innovation, a non-profit organization that collaborates with leading organizations to develop and promote value-based health strategies with the end goal of improving the health of employees.

**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](http://www.primetherapeutics.com).

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