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Prime Therapeutics Launches Development of GuidedHealthSM Clinical Platform

Prime selects Corticon to develop a proprietary clinical rules engine as part of a comprehensive approach to improving patient outcomes and reducing the total cost of care.

ST. PAUL, MN – September 15, 2011 – Prime Therapeutics (Prime), a leading pharmacy benefit manager, announced today that it has selected Corticon Technologies to develop software central to its new GuidedHealth clinical platform, an integrated product that will be available in 2012. Once launched, GuidedHealth modules will help physicians, members and health plans identify opportunities for better management of pharmacy utilization, gaps in care, safety and costs, resulting in improved patient outcomes and overall health care costs.

The GuidedHealth platform is unique in the way it will leverage both pharmacy and medical data to power a variety of clinical programs, and flexible in that it can operate either on a standalone basis or fully integrated with clients' existing care management programs. Prime will directly link its engagements to the achievement of specific health outcomes and total cost of care measures, setting a standard for integrated reporting not yet seen in the industry today.

"Smart use of medical and pharmacy data is one of the most powerful tools we have to improve outcomes and increase value for our members and clients," said David Lassen, PharmD, Chief Clinical Officer at Prime. "Through ongoing partnership with health plan clients, Prime is uniquely positioned to view the entire spectrum of patient care, and we can leverage that information to help manage cost and to improve outcomes. We are very excited to collaborate with Corticon on the development of this clinical platform."

The agreement with Corticon marks a key milestone in bringing GuidedHealth to the market. Corticon software is designed to help organizations make better, faster decisions by automating business rules. The Corticon rules engine will combine and analyze data based on clinical algorithms for effective identification of drug therapy opportunities.

"Corticon's technology will help Prime quickly identify actionable information and consistently make the best decisions," said Bob Schoettle, Chief Marketing Officer of Corticon. "Using Corticon, Prime will be able to quickly search its data for patients in need of follow up and establish automated processes for ongoing review."

GuidedHealth is currently in development and is expected to launch in early 2012. Phase one will be completed in the first quarter of 2012, with future phases planned for release through 2014.

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 nearly 17 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, Minn., Prime Therapeutics is collectively owned by 12 Blue Cross and Blue Shield Plans, subsidiaries or affiliates of those Plans. Learn more at www.primetherapeutics.com.

Corticon enables organizations to make better, faster decisions by automating business rules. Corticon's patented "no-coding" rules engine is used by over 450 customers to automate their most sophisticated decision processes, reducing development and change cycles by 90%. Automated decision management with Corticon empowers organizations to improve productivity and customer service, and adapt quickly to changing market conditions. For more information, visit www.corticon.com.

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