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Prime Therapeutics Hires Steven Blumenfield as Chief Marketing Officer

ST. PAUL – Prime Therapeutics (Prime), a nationwide pharmacy benefit management (PBM) company, announced today that Steven Blumenfield has joined the organization as Chief Marketing Officer (CMO).

As CMO, Mr. Blumenfield has overall responsibility for Prime’s marketing strategy, product development and other market-related initiatives. He will focus on continuing Prime’s expansion and in helping to enhance the value that Prime delivers to its Blue Cross and Blue Shield clients and employer groups.

“In an effort to better position ourselves as an industry leading PBM, Prime has hired Steve Blumenfield as Chief Marketing Officer,” said Tim Dickman, President and CEO of Prime Therapeutics. “Steve will be a great asset for enhancing strategic partnerships with our clients. With a health care and marketing background that spans 20 years, Steve understands health care, the pharmacy space, and Prime’s clients and members. He will help us to partner in ways that will enhance our go-to-market capabilities.”

Mr. Blumenfield was most recently a Health and Welfare Practice Leader and Principal at Towers Perrin. Prior to that role, he was responsible for pharmacy intellectual capital and the firm’s pharmaceuticals sector. He received his bachelor’s degree in Marketing from Rutgers University and his MBA from the University of Chicago’s Graduate School of Business in Behavioral Decision Making and Business Policy.

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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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