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Prime Therapeutics launches retail medication therapy management program

New initiative will help improve patient outcomes and reduce total costs of care

ST. PAUL, MN – November 15, 2011 – Prime Therapeutics (Prime), a leading pharmacy benefit manager, announced today that it will implement a retail medication therapy management (MTM) program for Blue Cross Blue Shield of North Dakota's (BCBSND) fully-insured group and individual membership.

The program positions retail pharmacists as key stakeholders in the delivery of medication therapy management services at the point of sale in local pharmacies. Through the program, North Dakota pharmacists will receive specialized training and software to enable comprehensive medication reviews. Participating pharmacists will have access to actionable clinical intelligence designed to improve outcomes by closing gaps in care, improving adherence and encouraging the use of cost-effective medication use.

The primary focus of the program will be to improve the quality of drug therapy for BCBSND members by targeting chronic conditions for which improved health outcomes have been demonstrated. These include, but are not limited to, medications that treat diabetes, hypertension, high cholesterol, asthma and depression. The goal is to identify individuals where therapy is warranted and to help keep individuals on therapy that is critical to improving overall health outcomes.

"Community pharmacists in North Dakota are trusted sources of information to the patients they serve," said Tom Christensen, PhD, RPh, pharmacy director for Blue Cross Blue Shield of North Dakota. "Pharmacy MTM services are a proven method of improving medication use, leading to better health outcomes and decreased medical costs. This program will offer improved care and service for our members."

The new MTM program fits Prime's continued commitment to engage members in chronic disease classes. Last month, Prime announced that it will launch its new GuidedHealthSM clinical platform 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.

"Pharmacists are vital to the delivery of valuable information that can provide measurable improvements in the quality and total cost of care for members that receive their prescriptions at a retail pharmacy," said David Lassen, PharmD, Prime's chief clinical officer.

The program will be implemented by Outcomes Pharmaceutical Health Care (Outcomes[®]), a national medication therapy management administration company. Outcomes will facilitate the program administration via their software and data support systems, network

administration services, and experience working with over 35 U.S. health plans and over 45,000 chain, independent, consultant and health-system pharmacy providers across the country.

"MTM services have been an important component of Medicare prescription drug programs for many years. We look forward to working with Prime Therapeutics and Blue Cross Blue Shield of North Dakota to implement these services into their commercial membership", said Brand Newland, PharmD, MBA, vice president for 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 nearly 18.5 million covered lives, its client base includes health plans, managed care organizations, employer and union groups, and third-party administrators. Prime Therapeutics is headquartered in St. Paul, Minnesota. Learn more at www.primetherapeutics.com.

Outcomes Pharmaceutical Health Care is the national leader in the design, delivery, and administration of Medication Therapy Management programs. The company's service line benefits health care purchasers by delivering a cost effective approach to advancing patient care and controlling utilization through the provision of patient-friendly, face-to-face personal pharmacist services. The company is headquartered in Des Moines, Iowa and may be found online at www.getoutcomes.com.

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