

August 27, 2008

Contacts: Sheila Thelemann
Sr. Manager, Public Relations and
Corporate Communications
Prime Therapeutics
651.414.1863
sthelemann@primetherapeutics.com

Chris Van Horrick
Director, Marketing and Communications
SureScripts-RxHub
651.855.3078
chris.vanhorrick@SureScriptsRxHub.com

Prime Therapeutics Connects Physicians to Mail Order Pharmacy through SureScripts-RxHub Network

ST. PAUL - Prime Therapeutics, a thought leader in pharmacy benefit management, announced today that it has completed certification with SureScripts-RxHub. This certification will allow prescribers using SureScripts-RxHub certified technology to send their patients prescriptions electronically to PrimeMail[®], Prime Therapeutics' mail order pharmacy.

In 2007 PrimeMail processed nearly 3.6 million prescriptions. By enabling electronic access to mail order operations, the value and benefits associated with paperless prescribing will be available to millions more patients. Electronic prescribing (e-prescribing) *increases patient safety* by eliminating illegible prescriptions and allowing for real-time safety checks. It also *reduces the cost of health care delivery* by providing prescribers with secure access to real-time patient eligibility, formulary and medication history information at the point of care and allows them to electronically transmit the prescription to the patient's choice of mail order or retail pharmacy.

“Our partnership with SureScripts-RxHub is part of a broader set of programs to transform health care by providing timely information to physicians which ultimately benefits their patients,” said Keith McFalls, Vice President of Mail Operations at Prime. “E-prescribing is a gateway to increased physician use of health information technology. E-prescribing can improve patient safety and even save lives by helping to eliminate harmful drug events.”

-- more --

With secure access to patient information more readily available, the process of prescribing medications is measurably improved by:

- providing prescribers with added knowledge of their patients;
- enabling a more informed choice of therapy;
- ensuring that the medicine intended by the prescriber is actually and accurately communicated to the pharmacy;
- allowing patients to weigh important economic considerations within a range of appropriate clinical options before a prescription is written; and
- adds convenience to the overall process.

“SureScripts-RxHub is very excited to welcome Prime Therapeutics’ mail order service to our network,” stated Tom Groom, Senior Vice President for SureScripts-RxHub. “The continued support for electronic prescribing from payer organizations will only help drive the adoption and utilization by the prescriber communities across the nation.”

About Prime Therapeutics

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 ten Blue Cross and Blue Shield Plans, subsidiaries or affiliates of those plans. Learn more at www.primetherapeutics.com.

###