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Prime Therapeutics Receives VIPPS Accreditation

ST. PAUL – Prime Therapeutics (Prime), a thought leader in pharmacy benefit management, announced today that it has received accreditation from the National Association of Boards of Pharmacy® (NABP®) through its Verified Internet Pharmacy Practice Sites™ (VIPPS®) Program.

Prime has met the VIPPS standards established by NABP in response to consumers' concerns regarding the safety of pharmacy practices on the Internet. VIPPS accreditation further authenticates Prime's Web-based pharmacy services as a reputable, accredited source of prescription drugs. PrimeMail®, Prime's mail-service pharmacy, uses the Internet as a safe and convenient way for members to place orders and provides access to a number of useful pharmacy tools.

“Prime's top priority is ensuring that clients and members are continually receiving the highest quality care and service,” said Keith McFalls, Vice President of PrimeMail. “VIPPS accreditation further demonstrates Prime's commitment to providing unmatched member safety and satisfaction while empowering clients with tools and information to aid in making more informed health care management decisions.”

To become VIPPS accredited, a pharmacy must comply with the licensing and inspection requirements in each state they dispense pharmaceuticals. In addition, pharmacies that are VIPPS accredited have demonstrated to NABP compliance with VIPPS criteria, including: patient rights to privacy, authentication and security of prescription orders, adherence to a recognized quality assurance policy, and provision of meaningful consultation between patients and pharmacists.

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Prime began the VIPPS accreditation process in April 2007 and received official accreditation confirmation on March 5, 2008. Prime's Web services provide a wide range of pharmacy benefit information and protects member confidentiality with password protections, encryption, firewalls and secure links. Member Web sites also include useful tools such as drug research options that allow members to review specific drug information, a complete prescription history list and a cost calculator that offers side by side cost comparisons of brand-name and generic drugs at both PrimeMail and retail pharmacies.

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 (legal) 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.

NABP is the independent, international, and impartial Association that assists its member boards and jurisdictions in developing, implementing, and enforcing uniform standards for the purpose of protecting the public health.

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