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## WellPoint NextRx: Leading Healthy Change by Delivering the Total Benefit Solution

The benefit management landscape grows increasingly complex each year. As we enter 2008, health care has never been better. Medical therapy and treatments are evolving rapidly, providing patients with access to better care. Promising new medications are being developed to treat conditions for which there was once no medicinal recourse, while, at the same time, employers are looking to manage the costs of overall medical benefits.

However, these encouraging developments come at a price, and the steadily rising cost of prescription drugs continues to be one of the most pressing challenges facing benefit managers. The urgency of controlling costs becomes even more apparent as the baby boomers enter their retirement years.

As a pharmacist with more than 26 years in the industry, I understand the importance of making sure individuals receive the medications they need, when they need them, at a price they can afford. At WellPoint NextRx, it is our mission to enhance health by making sure people have access to quality, affordable pharmacy benefits. Understanding the challenges of the current environment, we take a unique approach to pharmacy benefit management designed to help improve overall health.

First, we concentrate on people—from the individuals and clients we serve to the pharmacists and physicians with whom we coordinate to the professionals who make up our staff. NextRx provides pharmacy benefits to tens of millions of customers who fill prescriptions from more than 100,000 doctors at more than 59,000 retail pharmacies nationwide. To meet the needs of our customers, we count on the clinical expertise of our team, which comprises pharmacists, nurses and personal care coordinators.

Second, our distinctive process sets us apart from our competitors. At NextRx, we put pharmacy at the center of health care to connect the right patient with the right therapy at the right time. Our health plan heritage and connection to WellPoint Inc., one of the largest health benefits providers in the United States, allows us to integrate medical data with pharmacy data to help improve outcomes and guide patients toward healthier lives. We understand the relationship between pharmacy costs and total medical costs, and we believe improvements begin with us. Helping to ensure that a customer can afford his or her medications is the first step toward increasing compliance with therapy regimens and improving overall health.

Finally, our unique and innovative programs are designed to educate customers and improve access to quality, affordable medications. NextRx offers a complete suite of benefit designs to give employers choices that best meet the needs of their employees in a way that helps them manage their costs. We provide access to programs and information that help customers understand the importance of adhering to medication schedules and related therapies. These programs help some individuals to control chronic conditions and possibly avoid visits to the emergency room. For others, they help reduce the onset of chronic conditions altogether. As a result, our customers tend to be healthier, allowing them to be more productive in their jobs and their lives.

At NextRx, we also seek to help promote affordability through a variety of generic management strategies. We allow customers to try generic versions of popular maintenance drugs to treat conditions such as high cholesterol for free for up to four months. Depending on their benefit design, those who switch to generics can see savings of up to \$30 per month on their medications.

Looking ahead, benefit managers face many challenges; chief among them is the ability to continue to provide access to care at an affordable price. While drug benefit management is just one piece of the equation, at NextRx, we believe it is critical to the solution. 