

# Rx Matters

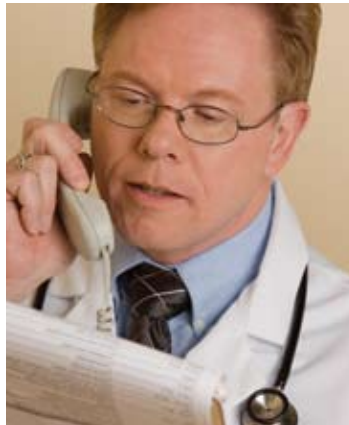


A newsletter created especially for managed care clients, delivering a mix of news and trends in healthcare, and up-to-date information about our products and services



## New Oral Chemotherapy Cycle Management Services Can Lower Costs

Oral chemotherapy agents are among the top five specialty categories for payors in spend and trend, and costs will only continue to rise as the number of oral chemotherapy agents increase and these drugs are used long term or in combination with other products.



Because many of these medications have a higher toxicity level than traditional oral drugs and some intravenous (IV) oncology agents, patients may experience severe side effects that decrease their adherence and quality of life. Coupled with the fact that there is often less physician-to-patient contact and monitoring when oral agents are prescribed, it's not surprising that a notable number of patients fill the prescription and then stop taking the medication before they are supposed to.

To help manage those costs and provide patient-specific support to members taking these medications, Walgreens Specialty Pharmacy has developed Oral Chemotherapy Cycle Management services designed specifically for patients beginning high-risk oral chemotherapy. The program will initially target patients who are prescribed Nexavar®, Sutent® or Tarceva® to treat kidney and liver cancers, GI stromal tumors and non-small cell lung cancer and metastatic pancreatic cancer.

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New Cycle Management (continued from p.1)

Walgreens Specialty Pharmacy's Oral Chemotherapy Cycle Management services help patients manage their medication therapy and controls waste through monitored dispensing (an optional program feature which offers split fill dispensing) and increased therapy monitoring, which includes clinical interventions executed at designated intervals by experienced oncology nurses.

Health plans are likely to see direct cost savings due to monitored dispensing and indirect cost savings through enhanced patient and physician support by avoidance of incremental healthcare costs incurred through adverse medical events. This provides an increased value for dollars spent on high-cost oral chemotherapy medications. Additionally, we provide our clients comprehensive utilization results and ROI reporting. For more information on our new Oral Chemotherapy Cycle Management services, contact your account representative.

## Walgreens: Your Members' No. 1 Diabetes Resource

With access to resources to help in the daily management of diabetes, patients and their caregivers can better manage this condition. Even people with prediabetes who are educated about the disease can change their lifestyle habits to help avoid or delay its onset—resulting in lower healthcare costs down the line. That's why Walgreens is dedicated to diabetes education and has established itself as a reliable resource for diabetes-related information through strategic relationships and providing information through a number of vehicles.

### Joslin Alliance Promotes Wellness

In September 2006, Walgreens and Joslin Diabetes Center, a nonprofit institution affiliated with Harvard Medical School and the global leader in diabetes research, care and education, formed an alliance to improve health outcomes for Americans with diabetes by developing and delivering awareness, wellness, and prevention and education programs.

Collaboration can be seen through:

- Articles and Q&A in each issue of *Diabetes & You*
- Monthly tips in the EasySaver™ catalog
- In-store educational brochures and related information
- Online resources provided by Joslin at [Walgreens.com/joslin](http://Walgreens.com/joslin)



Walgreens and Joslin Diabetes Center offer live and online training for pharmacists and technicians. In fact, more than 11,000 of our pharmacists and nearly 9,000 technicians are enrolled in a diabetes training program, which covers the following topics: motivating patients toward effective blood glucose



monitoring and pattern recognition in diabetes management, nutrition and physical activity, over-the-counter medications and diabetes, improving treatment adherence and more.

There are also nearly 200 diabetes representatives—Walgreens pharmacists who are responsible for disseminating diabetes-related information and programs in their respective areas—helping to train their peers. And with more than 6,500 Walgreens stores, your members benefit from easy access to pharmacist counseling and a variety of diabetes supplies.

“The good news for patients is that most of the complications associated with diabetes can be prevented or delayed with proper education, counseling and monitoring services,” says Jude Pierre-Louis, director of Diabetes Services at Walgreens Health Services. “Walgreens pharmacists are in a unique position to provide these services, enhancing the quality of life for people with diabetes and contributing to lowering the overall healthcare costs associated with the disease.”

### Online Diabetes Center

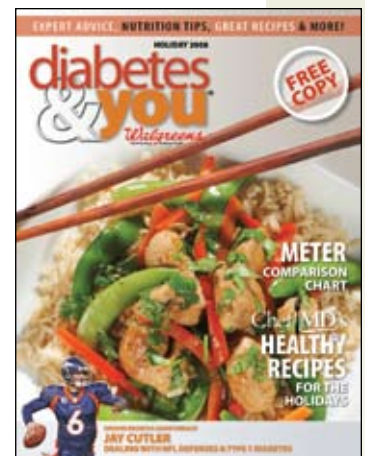
Our online Diabetes Center at [Walgreens.com/diabetes](http://Walgreens.com/diabetes) is a centralized and comprehensive source of diabetes-related information. Your members will find links to our Health Library, diabetes-friendly recipes, educational videos, resources from the experts at Joslin Diabetes Center, interactive tools, such as a diabetes health risk assessment, and many other resources. The Diabetes Center also provides access to these helpful publications:

- **Walgreens Diabetes Email Newsletter**

Our quarterly email newsletter is targeted to diabetes patients, their families and anyone providing care to a person living with diabetes. It features expert advice and videos on diabetes management and treatment from our alliance partner, Joslin Diabetes Center, as well as links to resources about healthy eating, tips on monitoring and testing devices and information on the essentials of foot care. Members can sign up for this free publication online at [Walgreens.com/diabetesemail](http://Walgreens.com/diabetesemail). Subscribing is easy, only a valid email address and ZIP code are required. The publication will then be emailed to them four times a year. The current issue can be viewed at [Walgreens.com/diabetesnewsletter](http://Walgreens.com/diabetesnewsletter).

- **Diabetes & You Magazine**

This quarterly publication is available in English and Spanish. Each issue features articles on diabetes care, coping with the disease, nutritional information and medication and blood glucose log sheets to help with diabetes management. The current issue is available at our pharmacy counters and can be accessed online within the Diabetes Center.



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## Lowering Healthcare Costs With E-prescribing

To help encourage physicians to make the switch to electronic prescriptions, Congress recently passed a law that encourages doctors to use e-prescribing. It requires that in 2009, CMS provide financial incentives for physicians who prescribe electronically. However, the law also states that by 2012, those incentives will taper off and be replaced with penalties for not e-prescribing.



The benefits to patients and providers are numerous, including:

- Promoting and protecting patient safety
- Increasing medication adherence
- Promoting the use of generics which generally lowers costs

For many doctors, particularly those in smaller practices, it's the cost of switching to the new system that stops them from e-prescribing. However, it isn't always their own reluctance holding them back; often state and federal regulations play a big part. The

Drug Enforcement Agency continues to propose new regulations to make e-prescribing more efficient, for example, this past June they released a proposal that would allow doctors to e-prescribe controlled substances. Although this is a great start, the rule as written will be difficult to implement because of strict monitoring and newly imposed regulations for physicians, hospitals and pharmacies to follow.

Internally, Walgreens has invested millions of dollars updating and enhancing its Intercom Plus pharmacy system, and has an e-prescribing team dedicated to resolving issues, designing enhancements and promoting adoption. The team is currently revising how our stores receive e-prescribing messages to increase reliability and ensure that we have a system that is scalable for the future growth of e-prescribing. All of our retail and mail service pharmacies are already able to accept e-prescriptions.

Externally, we've worked with SureScripts-RxHub—the leading health information network—to develop a packet for physicians that includes information about getting started with e-prescribing, a list of SureScripts-RxHub-certified software vendors and commonly asked questions. Armed with those packets, many of our district and store staff have been actively promoting e-prescribing in their areas.

### E-prescribing Volume at Walgreens

- As of September 2008, e-prescribing accounts for 2.6 percent of total prescription volume, and 7.6 percent of eligible prescription volume (excluding refills and controlled substances).
- From January through September 2008, we have filled almost 7 million new e-prescriptions, an increase from 2007, where we filled 4.9 million e-prescriptions throughout the entire year.

For more information, contact your account representative.



## Take Care Health Employer Solutions Achieve Savings

A healthier employee means lower healthcare costs for employers and health plans. Take Care Health Employer Solutions helps you achieve this by providing affordable, convenient, high-quality care at on-site healthcare centers. As part of Walgreens Health and Wellness Division, Take Care Health Employer Solutions works with clients to design, build, staff and manage employer-sponsored health centers. Health and wellness programs are brought together into a seamless healthcare experience, giving employees access to a trusted clinician at the workplace who can deliver a level of care that truly makes a difference in their lives—encouraging use and positive health benefits.

On-site clinics are becoming more popular each year. In a recent study, global consulting firm Watson Wyatt found that nearly one-third of companies have or plan to have an on-site health center by 2009, up from 27 percent in 2006. A separate Watson Wyatt study found that reducing medical costs was the chief reason the majority of the 84 companies surveyed opened an on-site healthcare center.

As the only company to offer a single-source solution for integrated on-site health, wellness, fitness and pharmacies, Take Care Health Employer Solutions can help you lower long-term healthcare costs through wellness and preventive medicine. For example, employees are more likely to keep up on their immunizations and receive their annual flu vaccine when it's conveniently offered at their workplace. This helps to maintain employee productivity, as well as help to minimize disease spread in the workplace and unnecessary and costly emergency room visits, medications and hospitalizations. To learn more about our national flu immunization program, or Take Care Health Employer Solutions, contact your account representative.



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## Improving Access to Diabetes Testing Supplies

Walgreens now provides seniors the option of picking up their Medicare Part B-covered diabetes testing supplies at their local Walgreens stores or having their supplies mailed—free of charge—to a location of their choice. With either option, Walgreens handles all paperwork—billing Medicare and any supplemental insurance plans for the portion not covered by Medicare.

“This service provides an unmatched level of convenience for Medicare Part B patients or their caregivers,” said Walgreens senior vice president, Health Care Innovation, Don Huonker. “No other

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Improving Access (continued from p.5)

pharmacy has more nearby locations where patients can receive face-to-face guidance and support, and the option to have supplies delivered to their door. Plus, it's available without the burden of filling out complicated forms or waiting for supplemental insurance reimbursement. We're addressing the need for ease and accessibility without sacrificing peace of mind."

Generally, Medicare covers 80 percent of the cost of diabetes testing supplies, including blood glucose meters, test strips, lancets, lancing devices, control solution and replacement batteries for meters. Patients are only responsible for any copay or deductible not covered by supplemental insurance.



Those seniors who are eligible can sign up by calling 888-PARTB-65 (888-727-8265) or request a call from a Walgreens representative by logging to [Walgreens.com/partb](http://Walgreens.com/partb). Medicare Part B specialists will answer any questions and complete all claim forms.

## Mail Service Member Satisfaction Remains High

At Walgreens, we're always looking to deliver a better pharmacy experience for you and your members. One way we do this is through conducting our annual member satisfaction survey. This brief questionnaire invites your members to share their level of satisfaction, as well as provide feedback on areas of opportunity.

According to the 2008 survey results, we continue to provide a high level of service, with 93 percent of respondents rating overall satisfaction "good" to "excellent." The table below shows additional categories that were surveyed and the percentage of "good" to "excellent" ratings received.

Category	Rating
Customer Care Center	92%
Automated phone system	87%
WalgreensMail.com	85%

It is always our priority to provide excellent service and high-quality patient care, so your member's feedback is very valuable to us. We are listening to what your members say and will continue to find new and innovative ways to help save them time and serve them better in the future.

And stay tuned—in our next issue of *Rx Matters*—learn more about our customer care enhancements.



## 2008-2009 Flu/Pneumonia Immunization Season a Success

This season marked the fifteenth year of the Walgreens Flu/Pneumonia Immunization Program. We improved and expanded the program to better serve your members by increasing the number of pharmacist-administered flu shot clinics and welcoming more daily walk-ins. This past year, there were specially trained pharmacists in 37 states who could administer up to three different flu vaccines. The regular flu shot was again offered, but we added a preservative-free vaccine for patients with allergies to traditional preservatives and for pregnant women. Another new vaccine type offered was FluMist®, an intranasal vaccine, for those members who don't like needles. Both alternative vaccines are proven to be at least as effective as the traditional flu shot.

To make access to immunizations even more convenient and affordable to our patients, we increased our partnership with health plans, employers and pharmacy benefit managers this past year. We also worked closely with our Take Care Health Employer Solutions division to provide flu shots to their clients' members, both at worksite health centers as well as nationwide through Walgreens in-store flu immunization program, for those unable to attend the scheduled worksite clinic.



From October 1 through December 31, 2008, we have seen the following numbers:

- Number of flu immunizations delivered in our stores by pharmacists, clinicians at Take Care Clinics<sup>SM</sup> and contracted nurses: more than 1,151,000
- Number of pneumonia immunizations delivered in our stores by pharmacists, clinicians at Take Care Clinics and contracted nurses: more than 32,000
- Number of worksite clinics scheduled: 160

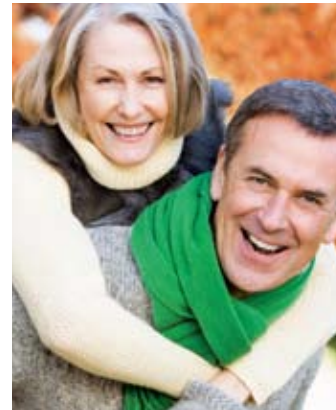
As we look ahead to next year, we hope to continue to grow our program as laws change to allow more pharmacists to perform this service, giving your members greater access to flu and pneumonia immunizations.

## FDA Approves New Generic for PAH

There is a new generic alternative to Flolan<sup>®</sup> for treating pulmonary arterial hypertension. In April 2008, the FDA approved epoprostenol for use by the home infusion market and inpatient settings. Epoprostenol is a limited-distribution, AP-rated (injectable solution the FDA considers to be a therapeutic equivalent) generic of Flolan<sup>®</sup>. In the home, it is administered by continuous IV infusion with an ambulatory pump through a permanent central venous catheter. As an approved distributor, Walgreens-OptionCare offers this therapeutic equivalent at a significantly reduced cost to you and your members. Lower costs will help you better control your annual drug spend and will also aid your members in lowering their out-of-pocket costs, while extending the time before reaching their lifetime benefit cap.

Walgreens-OptionCare's expert clinicians can administer infusion therapy at the patient's home or at a local Walgreens-OptionCare Ambulatory Treatment Center. Our infusion services help optimize your members' treatment results by providing:

- Individualized care planning
- Adverse reaction screening, monitoring and treatment
- Therapy adherence monitoring
- Patient and caregiver education
- Ongoing physician communication



At the same time, we're helping lower our clients' healthcare costs by:

- Reducing re-hospitalizations through ongoing patient education and monitoring
- Increasing adherence by tailoring treatment to each patient's specific condition, lifestyle and therapy needs
- Maintaining communication with the physician to help ensure appropriateness of prescribed therapy and minimize risk of drug interactions

For more information on epoprostenol or our other infusion services, contact your account representative.



## Walgreens Compounding Centers Increase Access to Care

Patients in need of compounding services to obtain customized medications in specific strengths and dosage forms now have access to 340 compounding centers in 41 states, as shown in the table below. An additional 100 centers will be added by August 2009. Members can ask their local Walgreens pharmacist for their nearest compounding center.

<b>Alabama</b>	3	<b>Kentucky</b>	5	<b>Ohio</b>	10
<b>Arizona</b>	10	<b>Louisiana</b>	2	<b>Oklahoma</b>	14
<b>Arkansas</b>	1	<b>Maryland</b>	2	<b>Oregon</b>	4
<b>California</b>	37	<b>Michigan</b>	3	<b>Pennsylvania</b>	6
<b>Colorado</b>	8	<b>Minnesota</b>	8	<b>South Carolina</b>	4
<b>Connecticut</b>	1	<b>Mississippi</b>	3	<b>South Dakota</b>	2
<b>Delaware</b>	5	<b>Missouri</b>	10	<b>Tennessee</b>	15
<b>Florida</b>	49	<b>Nebraska</b>	4	<b>Texas</b>	42
<b>Georgia</b>	6	<b>Nevada</b>	4	<b>Utah</b>	1
<b>Idaho</b>	1	<b>New Hampshire</b>	1	<b>Virginia</b>	6
<b>Illinois</b>	13	<b>New Jersey</b>	7	<b>Washington</b>	7
<b>Indiana</b>	6	<b>New Mexico</b>	4	<b>West Virginia</b>	1
<b>Iowa</b>	8	<b>New York</b>	8	<b>Wisconsin</b>	6
<b>Kansas</b>	4	<b>North Carolina</b>	9	<b>TOTAL</b>	<b>340</b>

## New Rx Indications

The FDA approved the following medications for new or expanded indications:

<b>Drug Name</b>	<b>Original Indication</b>	<b>New or Expanded Indication</b>
<b>Apidra</b> ® (insulin glulisine [rDNA origin]) injection	Treatment of type 1 and type 2 diabetes in adults	Treatment of type 1 diabetes in children 4 years and older
<b>Premarin</b> ® (conjugated estrogens) vaginal cream	Treatment of postmenopausal vaginal changes such as dryness, itchiness and burning	Treatment of postmenopausal dyspareunia (painful sexual intercourse)
<b>Ranexa</b> ® (ranolazine) extended-release tablets	Treatment of chronic angina in combination with other medications	First-line treatment of chronic angina, alone or in combination with other medications
<b>Seroquel XR</b> ™ (quetiapine) extended-release tablets	Treatment of schizophrenia	Treatment of bipolar mania and bipolar depression

## Rx Drug Update

The FDA recently approved the following new medications:

Drug Name	Company/ Availability	Indication(s)	Dose Form(s)	Regimen	AWP as of Dec 2008
<b>Astepro™</b> (azelastine) nasal spray	Meda <b>Currently available</b>	Treatment of allergic rhinitis	Nasal spray	One or two sprays in each nostril twice daily	\$98.40 per 200-spray bottle
<b>Rapaflo™</b> (silodosin) capsules	Watson <b>1<sup>st</sup> quarter 2009</b>	Treatment of benign prostatic hyperplasia (BPH)	4 mg and 8 mg capsules	One capsule daily	NA
<b>Toviaz™</b> (fesoterodine) extended-release tablets	Pfizer <b>2<sup>nd</sup> quarter 2009</b>	Treatment of overactive bladder	4 mg and 8 mg tablets	One tablet daily	NA
<b>Vimpat®</b> (lacosamide) tablets	UCB <b>1<sup>st</sup> quarter 2009</b>	Treatment of seizures	50 mg, 100 mg, 150 mg, 200 mg tablets	One tablet twice daily	NA

## National Observances

Some upcoming health-related observances are listed below to help you plan health fairs and other activities. For more information, log on to the sponsoring organization's web site. For a listing of this year's national observances, visit [healthfinder.gov](http://healthfinder.gov).

Observance	Date	Sponsor, Web Site
Glaucoma Awareness Month	January	Prevent Blindness America <a href="http://www.preventblindness.org/news/observe.html">www.preventblindness.org/news/observe.html</a>
National Blood Donor Month	January	AABB (formerly the American Association of Blood Banks) <a href="http://www.aabb.org">www.aabb.org</a>
American Heart Month	February	American Heart Association <a href="http://www.americanheart.org">www.americanheart.org</a>
National Cancer Prevention Month	February	M.D. Anderson Cancer Center <a href="http://www.mdanderson.org">www.mdanderson.org</a>
Congenital Heart Defect Awareness Week	February 7 – 14	Congenital Heart Information Network <a href="http://www.tchin.org/aware">www.tchin.org/aware</a>
National Colorectal Cancer Awareness Month	March	Prevent Cancer Foundation <a href="http://www.preventcancer.org/colorectal">www.preventcancer.org/colorectal</a>
National Nutrition Month®	March	American Dietetic Association <a href="http://www.eatright.org">www.eatright.org</a>
National Child Abuse Prevention Month	April	Child Welfare Information Gateway <a href="http://www.childwelfare.gov/preventing">www.childwelfare.gov/preventing</a>
World Health Day	April 7	Pan American Health Organization <a href="http://www.who.int/world-health-day">www.who.int/world-health-day</a>



## Health Corner Television Series Welcomes New Host Joan Lunden

America's healthiest television show kicked off its sixth season January 4, 2009, with a new look, new host and memorable new stories of hope and inspiration. New Health Corner TV host Joan Lunden was previously co-host of "ABC's Good Morning America" from 1980 through 1997. As the longest running morning news host, Lunden became one of the most visible and beloved women in America.



Always looking for ways to demonstrate that we are a trusted healthcare provider, Walgreens created the Health Corner TV show six years ago as another means to provide accessible healthcare information to consumers. You and your members can catch the show on Sunday mornings at 8:30 CST on the Lifetime channel, but an array of health information is also available on HealthCornerTV.com any time of the day or night. On the web site you'll find links to about 40 topics organized by disease or medical condition, as well as highlights from more than 75 archived shows dating back to the 2005 season. The shows feature world-renowned experts in health and medicine, healthy cooking advice and delicious recipes from ChefMD® and so much more. Tune in this week—you may find yourself becoming a little bit healthier.



## Annual American Heart Association Fundraiser

This February, Walgreens, the American Heart Association (AHA) and Bayer are working together to raise awareness and offer preventive information on heart disease to Walgreens consumers. Stop by any Walgreens to participate in the "Donate & Feel Great" campaign (formally known as the "Take Heart & Give" campaign) to benefit the AHA. During the month of February, customers who make a \$1 donation will receive a coupon booklet filled with heart healthy tips and savings. Those who donate \$5 will receive \$5 in Register Rewards® (a \$5 Register Reward coupon good on the next purchase of \$10 or more of Bayer, One A Day® and Aleve® family of products), in addition to the coupon booklet at checkout. Every dollar raised goes to the AHA to help fight heart disease and stroke. Walgreens has raised more than \$12 million since 1999. February 2009 marks the tenth year of participation in this nationwide program.

## References

### Take Care Health Employer Solutions Achieve Savings

Companies not fully tapping potential of onsite health centers [press release]. Washington, D.C.: Watson Wyatt Worldwide; March 19, 2008. <http://www.watsonwyatt.com/news/press.asp?ID=18824>. Accessed December 2, 2008.

To access *Rx Matters* online, go to [WalgreensHealth.com/mcnewsletter](http://WalgreensHealth.com/mcnewsletter).

For information about Walgreens Health Services, call 866-728-5795 or email [rxservices@walgreens.com](mailto:rxservices@walgreens.com).

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