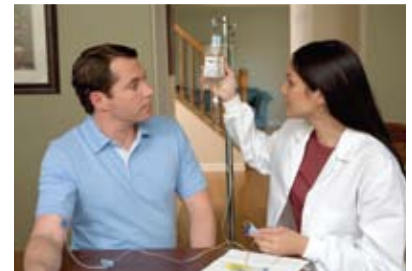


# Rx Matters



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



## Home Care Patients Receive the Benefit of Walgreens-OptionCare Integration

We're blowing out the candles ... and celebrating a successful first year after the integration of Walgreens Home Care and OptionCare. Combining the teams has made Walgreens-OptionCare one of the leading home infusion providers in the country and expanded availability of our home infusion and respiratory services as well as durable medical equipment (DME) in many locations.

Throughout the integration we accomplished our goal of keeping business as usual for our clients and patients, while continuing to provide the same high-quality service you're used to receiving. We've evaluated, combined and implemented the best of what we both have to offer.

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Another improvement we've made during the past year that your members have seen first-hand are our new patient education materials. By combining the best materials of both companies, we now offer a full line of patient care booklets and educational materials. Our seventh and last booklet, for patients with sleep apnea, was just published; contact your account representative for more information. The entire suite of material includes valuable information and general guidelines about:

- |   |                          |
|---|--------------------------|
| 1. Walgreens-OptionCare Services              | 4. Home Infusion Therapy |
| 2. Continuous Positive Airway Pressure (CPAP) | 5. Nebulizer Therapy     |
| 3. Fall Prevention                            | 6. Oxygen Therapy        |
|   | 7. Traveling With Oxygen |

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Home Care Integration (continued from p.1)

We'll continue to strive to enhance customer service, particularly through responses gathered from our ongoing survey process for all new patients. We're always looking for new opportunities to expand our business and reach patients that we haven't been able to serve in the past. Two recent acquisitions will allow us to do just that—CuraScript IP (Infusion Pharmacy) adds locations in six states, including our first location in Alabama; and Christiana Infusion Services establishes us in Delaware. Additionally, we've expanded our oxygen and DME services in several existing markets, and are now providing oxygen services in four new markets—Charlotte, NC; Cleveland, OH; Pittsburgh, PA; and Riverside, CA. See the table below for a list of respiratory, DME and infusion services available by state.

High-quality, efficient home care services can help reduce hospital readmissions, emergency room visits and unplanned physician office visits; all of which can greatly impact healthcare costs. Walgreens-OptionCare is fully committed to member satisfaction while remaining focused on our clients' cost-containment goals. We have an experienced home care team comprised of clinical pharmacists, respiratory therapists, nurses, dietitians, delivery technicians, patient service representatives and reimbursement specialists. We offer utilization monitoring for many of our clinical programs and patient support 24/7. If you'd like more information about our home infusion, respiratory or DME services visit [WalgreensHomeCare.com](http://WalgreensHomeCare.com), [OptionCare.com](http://OptionCare.com) or contact your account representative.

State	Total Locations*	Locations Providing Respiratory Therapy/DME	Locations Providing Infusion Therapy*
Alabama	1	0	1
Arizona	7	4	6
California	11	1	10
Colorado	3	2	1
Connecticut	1	0	1
Delaware	1	0	1
Florida	12	7	12
Georgia	4	0	4
Idaho	4	3	1
Illinois	5	2	3
Indiana	7	3	5
Iowa	1	1	0
Kansas	1	0	1
Kentucky	6	0	6
Maryland	2	0	2
Massachusetts	1	0	1
Michigan	3	0	3
Minnesota	2	0	2
Missouri	4	2	3
Montana	4	0	4
Nebraska	3	2	3
Nevada	2	2	2
New Jersey	1	0	1
New Mexico	4	3	3
New York	2	0	2
North Carolina	4	1	3
Ohio	6	2	6
Oklahoma	4	2	2
Oregon	3	1	2
Pennsylvania	5	1	4
Rhode Island	2	0	2
Tennessee	3	0	3
Texas	12	6	10
Virginia	1	0	1
Washington	12	3	12
Wisconsin	8	8	8
<b>As of July 2008</b>	<b>151</b>	<b>56</b>	<b>131</b>

\*Includes OptionCare franchise locations.



## Walgreens and Google™ Provide Patients Access to Their Prescription Records

Walgreens is working together with Google™ to provide pharmacy patients access to their personal prescription history through Google™ Health, which helps users store, organize and manage their medical records online. Google Health complements the patient history currently available on Walgreens.com and will help patients and physicians better manage the patient's medication therapy while decreasing healthcare costs.

“Doctors often don't have access to a patient's complete prescription history, which can lead to harmful drug interactions, duplication of tests and other potential adverse events and costs,”



says Don Huonker, Walgreens senior vice president of Health Care Innovation. “While many patients use Walgreens online pharmacy to access their prescription history, they don't always provide that information to their physicians. By partnering with Google Health, we can securely link a patient's Walgreens.com and WalgreensMail.com pharmacy information with their Google Health account upon their request. Patients will soon be able to grant physicians and their caretakers access to

their Google Health account, making it even easier for patients to communicate their information. Google Health gives patients a way to get engaged in their health.”

The Walgreens.com and WalgreensMail.com pharmacies are fully integrated with Walgreens nearly 6,500 retail pharmacies helping ensure the patient's online prescription history is complete.\* Once a patient requests the service, Walgreens will securely transfer their prescription history to Google Health. Any updated information will be transferred automatically.

Walgreens has a long history of pharmacy technology innovation. In the early 1980s, the Company was the first retail pharmacy chain to computerize all of its pharmacies nationwide and link them via satellite. In 1992, Walgreens invented the electronic prescription (e-prescribing), which is seen today as one of the leading ways to enhance pharmacy safety and lower prescription costs. More recently, Walgreens was the first pharmacy to fully integrate its online and retail pharmacies and was the first to offer prescription label directions in 14 different languages.

“All of these initiatives, including our Google partnership,” says Huonker, “are aimed at improving patient care and lowering healthcare costs.” To access Google Health, visit [google.com/health](http://google.com/health).

\*Patient must be registered on Walgreens.com for their information to be transferred to Google Health.

## Walgreens Specialty Pharmacy—the Provider to Rely on for Limited-Distribution Medications

Walgreens Specialty Pharmacy, the nation's largest independent specialty pharmacy, has added Cimzia®, a limited-distribution medication, to our wide array of specialty medications. Cimzia is designed to treat the nearly 500,000 people in the United States who have been diagnosed with Crohn's disease, a disorder that causes inflammation of the digestive tract and can lead to complications such as skin rashes, arthritis and eye inflammation. The disease involves cycles of flare-ups and remission and without proper treatment, must be addressed surgically.

Walgreens Specialty Pharmacy was chosen as one of only eight specialty pharmacies to dispense Cimzia, because of our expertise in managing the needs of patients with complex, chronic conditions and our centralized distribution capabilities. Our clinical pharmacists counsel eligible patients about benefit coverage and side effects, and provide individualized medication management. Additionally, we review patient profiles to help avoid adverse drug events and optimize dosing.

Because Cimzia needs to be administered by a healthcare professional, we provide services in the patient's home or a physician's office. Walgreens Specialty Pharmacy helps manage plan costs by reducing the cost of medication administration.

Cimzia is indicated for reducing signs and symptoms of Crohn's disease and maintaining clinical response in adult patients with moderately to severely active Crohn's disease who have had an inadequate response to conventional therapy. Cimzia is the first and only pegylated tumor necrosis factor blocker approved by the FDA with potential advantages of increased efficacy, reduced dosing frequency and reduced toxicity and immunogenicity (immune system's reaction against the medication). The pegylated formulation allows for administration of a maintenance dose once every four weeks. Administration costs may be further reduced if Cimzia is approved for patient self-injection.

### Crohn's Therapy Maintenance Product Cost Comparison

BRM	Administration	Frequency	\$/Dose	\$/yr
<b>Cimzia®</b> (Certolizumabpegol)	Subcutaneous	Every month	\$1,350	\$16,200
<b>Humira®</b> (Adalimumab)	Subcutaneous	Every 2 weeks	\$1,600	\$41,600
<b>Remicade®**</b> (Infliximab)	Intravenous	Every 2 months	\$2,600	\$15,600

Does not include medication administration costs.  
\*Therapy for an 80 kg patient.



Your members may also benefit from CIMplicity™, a Cimzia treatment and financial support program provided by UCB, Inc., the manufacturer. CIMplicity helps patients get started, stay on this therapy and helps make medication more affordable. Information about CIMplicity is available at [cimzia.com](http://cimzia.com).

For additional information regarding Cimzia or how we can support your specialty pharmacy needs, please contact your account representative.

### Synagis® Season

Respiratory syncytial virus (RSV) has profound physical effects for the very young and old, with both short- and long-term financial implications for health plans. Here are the facts:



- RSV is thought to be the leading cause of infant hospitalization. Nationwide, it has been estimated that RSV causes up to 125,000 hospitalizations annually.
- About two-thirds of babies are exposed to RSV in their first year of life and virtually all are infected by the age of 2.
- Reinfection is common because infection does not provide long-lasting immunity.
- Up to half of all pediatric admissions for bronchiolitis and 25 percent of all admissions for pneumonia are due to RSV.
- Infants who are hospitalized with RSV bronchiolitis are at significant risk of developing asthma later in childhood.

The Walgreens Specialty Pharmacy and Walgreens-OptionCare Synagis® Simple Program provides a solution to these troubling statistics and delivers an exceptional level of care to your members.

We offer two convenient options:

1. Medication delivery to the prescriber
2. Delivery to the home for administration by specially-trained Walgreens-OptionCare home care nurses

In addition, we provide the education, support and follow up necessary to understand the seriousness of RSV and how Synagis® can help prevent it. Contact your account representative to understand how we can assist you and your membership's needs.

### Walgreens Specialty Pharmacy: One Pharmacy. One Relationship. One Solution.

Our specialty pharmacy distribution center in Ann Arbor, MI, recently opened its doors to more than 30 representatives of the Pharmaceutical Research and Manufacturers of America (PhRMA) for our first manufacturers meeting. During the event, senior leadership from Walgreens Specialty Pharmacy, Walgreens Health Services and Walgreens Health and Wellness division spoke about the programs and

continued on p.6

# Rx Matters

One Pharmacy (continued from p.5)

services that set us apart from the competition, and provided a comprehensive overview of our capabilities. PhRMA representatives also learned about the types of customers we serve, so they can structure programs and contracting around the needs of our clients.

PhRMA representatives received a tour of our state-of-the-art facility and were educated on our:

- Unique multidistribution fulfillment model (retail and central)
- Extensive limited-distribution portfolio and reporting capabilities
- Targeted therapy management efforts with proven successful outcomes
- Areas of growth and partnership opportunities within our company
- Integrated healthcare solution, which includes retail clinics, home care and on-site pharmacy to provide manufacturers with greater patient access.



## Rx Drug Update

The Food and Drug Administration recently approved the following new medications:

Drug Name	Company/ Availability	Indication(s)	Dose Form(s)	Regimen	AWP as of June 2008
<b>Cimzia</b> <sup>®</sup> (certolizumab pegol) injection	UCB <b>Currently available</b>	Treatment of Crohn's disease	Injection kits containing 400 mg of medication	400 mg injected subcutaneously every two weeks for three doses, then 400 mg every four weeks	\$1,644.60 per kit
<b>Patanase</b> <sup>®</sup> (olopatadine) nasal spray	Alcon <b>Currently available</b>	Treatment of seasonal allergy symptoms	0.6 percent nasal spray	Two sprays in each nostril twice daily	\$113.37 per 240-spray bottle
<b>Treximet</b> <sup>®</sup> (sumatriptan/ naproxen) tablets	GlaxoSmithKline <b>Currently available</b>	Treatment of migraine headaches	85 mg/ 500 mg tablets	One tablet at the onset of symptoms	\$22.96 per tablet

## Walgreens: Fighting Juvenile Diabetes and Breast Cancer

The total estimated cost of diabetes in 2007 was \$174 billion, including \$116 billion in excess medical expenditures and \$58 billion in reduced national productivity. This September, Walgreens hopes to reduce those costs by raising money for diabetes research during its annual "Buy a Sneaker" campaign, which will run from August 29 to September 30. Since 1997, Walgreens has helped raise over \$13 million for the Juvenile Diabetes Research Foundation through this campaign.



Special thanks to our customers and employees who dug down deep to help raise over \$1.9 million for the American Cancer Society during the 11<sup>th</sup> consecutive year of our “Hope Blooms With You” campaign. Every dollar raised—which was \$350,000 more than last year—is earmarked for breast cancer research.

## New Rx Indications

The following medications have been approved by the Food and Drug Administration for new or expanded indications:

Drug Name	Original Indication	New or Expanded Indication
<b>Advair Diskus</b> <sup>®</sup> (fluticasone/salmeterol) inhalation powder	Treatment of asthma	Reduction of exacerbations in chronic obstructive pulmonary disease and emphysema
<b>Amitiza</b> <sup>®</sup> (lubiprostone) capsules	Treatment of chronic idiopathic constipation	Treatment of constipation caused by irritable bowel syndrome
<b>Orencia</b> <sup>®</sup> (abatacept) injection	Treatment of rheumatoid arthritis in adults	Treatment of juvenile idiopathic arthritis in children age 6 and older
<b>Reyataz</b> <sup>®</sup> (abatacept) injection	Treatment of HIV infection in adults	Treatment of HIV infection in adults and children age 6 and older
<b>Vyvanse</b> <sup>™</sup> (lisdexamfetamine) capsules	Treatment of attention deficit hyperactivity disorder (ADHD) in children ages 6 to 12	Treatment of ADHD in adults

## 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 complete listing of this year’s national observances, visit the National Health Information Center’s web site at [healthfinder.gov/library/nho](http://healthfinder.gov/library/nho).

Observance	Date	Sponsor, Web Site
Children’s Eye Health and Safety Month	August	Prevent Blindness America <a href="http://www.preventblindness.org">www.preventblindness.org</a>
National Immunization Awareness Month	August	Centers for Disease Control and Prevention <a href="http://www.cdc.gov/vaccines">www.cdc.gov/vaccines</a>
Psoriasis Awareness Month	August	National Psoriasis Foundation <a href="http://www.psoriasis.org">www.psoriasis.org</a>
Reye’s Syndrome Awareness Week	September 15-23	National Reye’s Syndrome Foundation <a href="http://www.reyessyndrome.org">www.reyessyndrome.org</a>

Don’t forget to ask your Walgreens representative about the 2008-2009 flu and pneumonia immunization program.

## PBM Numbers You Should Know

In 2007, Walgreens Health Initiatives, a pharmacy benefit manager (PBM), had an excellent year in helping clients manage their drug spend. Here are a few of the results:

- Average total prescription medication cost increase, or drug trend: 5.66%
- Drug trend excluding specialty: 4.8%
- Trend for highly managed plans: -0.07%
- Generic dispensing rate: 61.2%
- MTM Polypharmacy case study: ROI: 1.7 to 1

If you are interested in learning more about our PBM services or would like to receive the 2008 Trend Report - *Outlook*, please contact your account representative.

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**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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