Rx Matters

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

Client Services Restructured for Enhanced Efficiency
Walgreens Health Initiatives has restructured the Client Services Department, including the addition of the new position of vice president of client services, responsible for overall client service objectives and national strategic initiatives. In that role, Lee Ann Ferguson, formerly client services director, Western Region, oversees the entire client services team, a group of professionals dedicated to providing a quality experience for each of our clients nationwide.

Client services directors are responsible for overseeing the activities of the teams servicing accounts in their area or region. These responsibilities include company directives, regional initiatives, escalation of client concerns and issues to senior management, new product recommendation and review, and employee development. Maureen Harte-O’Reilley has moved from senior account manager to client services director, Western Region. Kristen Dolphy, previously our managed care director, has been named client services director, Eastern Region. Cathy Harkin continues as the client services director for the Central Region, and Marta Acevedo remains client

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HR Policy Association
The Association of Senior Human Resource Executives
services director for Puerto Rico. Dan Sheedy has moved from senior account manager to client services director, managed care.

To stay aligned with industry standards, the position of account manager has been renamed account executive, and account coordinator has been renamed account manager. Account executives are responsible for providing strategic assistance aimed at delivering cost savings and quality care for members, and keeping clients updated on their plan’s performance, including benchmarking. Account executives also work with clinical managers to formulate recommendations to help achieve plan objectives. Account managers are clients’ post-implementation contacts, focused on reacting quickly to clients’ day-to-day needs. Account managers are responsible for resolving issues, coordinating changes with the operations group, and managing plan-related projects.

The chart below summarizes our new client services structure, designed for even better account management to equip your organization with the strategic solutions that meet your plan’s objectives.

<table>
<thead>
<tr>
<th>Vice president of client services</th>
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**Healthful Living™ Weight Management Program Addresses No. 2 Cause of Preventable Death**

Walgreens Health Initiatives’ new wellness-focused Healthful Living™ Weight Management Program is now available to help plan sponsors tackle the second leading cause of preventable death: obesity. This health condition is poised to surpass smoking as the No. 1 cause of preventable death, according to the U.S. Department of Health and Human Services. Two-thirds of the U.S. population are overweight, and one-third of that group are obese. Obesity is linked to more than 30 serious medical conditions, including asthma, cardiovascular disease, type 2 diabetes, and certain types of cancer. The National Heart, Lung, and Blood Institute (NHLBI) estimates that obese patients incur nearly $100 billion in health-related costs annually ($51.6 billion in direct medical costs and $47.6 billion in indirect costs, such as lost productivity). Studies have shown that obese persons can incur $462 to $2,485 more in annual medical costs alone than their nonobese counterparts. In addition to
increased medical costs, workers report an average 4.29 days of work missed per year due to their weight, and, based on gender and degree of obesity, this number could be as high as 8.2 days per year.

The best way to reduce the risk of related health complications for individuals who are overweight or obese is effective weight management. Our Weight Management Program, aligned with NHLBI obesity guidelines, is designed to educate members about their condition, increase adherence to their treatment plan, and thereby help reduce the potential risk of complications and the resulting healthcare utilization. The program helps empower members to manage their condition through varying levels of intervention. Members are stratified into one of three levels to receive the degree of care identified as the most appropriate for their current level of risk. Clinical indicators, including body mass index (BMI), healthcare and prescription utilization, and past medical history are analyzed to determine whether participants require low, moderate, or high levels of intervention.

Participating members receive six bimonthly easy-to-read educational mailings on weight management topics and quarterly care management newsletters, which also stress the importance of regular follow up with a physician for optimal condition management. In addition to the educational mailings, our specially trained pharmacists can help participating members learn to manage their condition through a series of three, four, or six telephone calls, depending on the member’s BMI. These one-on-one counseling sessions enable us to more closely tailor the program to meet each member’s individual weight management needs. In select markets, face-to-face attention from a specially trained pharmacist in a confidential environment at a Walgreens Patient Care Center is also available. There, pharmacists can monitor members’ laboratory markers during the visit, and provide results in minutes. Based on the results, pharmacists can tailor recommendations and education to help members better manage their condition.

Diabetes and Respiratory Programs Enhanced

In addition to creating the new Weight Management Program, we have enhanced our Healthful Living Diabetes and Respiratory Care Management Programs to follow the risk stratification model, which allows participants to be monitored and served according to their changing needs. All the Healthful Living Care Management Programs offer risk-stratified member interventions that include patient education materials and one-on-one counseling by healthcare professionals. A unique feature of the Diabetes Program is that it was developed in collaboration with Joslin Diabetes Center in Boston, the world’s foremost diabetes research, clinical care, and education center. Our Respiratory Program now also includes chronic obstructive pulmonary disease along with asthma, since these
conditions often overlap. Designed for members with either or both conditions, this program was developed in accordance with guidelines set by the National Asthma Education and Prevention Program and the Global Initiative for Chronic Obstructive Lung Disease. One of the program’s unique features is that Walgreens Home Care respiratory therapists, along with our care management pharmacists, are available to counsel participants on the best ways to manage their condition.

Our Healthful Living Care Management suite of programs, based on risk-stratified member interventions, help plan sponsors manage and prevent some of the most prevalent and costly health conditions affecting their membership today. To learn more about our care management programs, contact your account executive.

Mywhi.com Adds New Features
Your members now have access to even more information on their deductibles and health savings accounts (HSAs) at their fingertips when they log on to mywhi.com.

Deductibles
Mywhi.com has been enhanced to allow members in a plan with a deductible to access their deductible summary online. This page provides information on their deductible amount, the total claims applied toward it, and the amount remaining to meet their deductible. In addition, the prescription history page now shows the amount applied toward the deductible for each claim.

Health Savings Accounts (HSA)
In addition to the deductible information above, clients with HSA plans can now choose to offer these additional features to their members when they log on:
• There is a Claims Toward Your Deductible chart that shows the prescription and medical claims applied to their deductible this year on the deductible summary page.
• Clients can choose to have their members see their total cost, including any deductible amounts on the coverage/copay page.
• In addition to seeing the dollars applied to their deductible on prescription history page, there is a link to the deductible summary, where members can see their breakdown of prescription and medical claims.

Preventive Drug List
• Members in a plan with a preventive drug list can download it online as a PDF. (Plan sponsors may use a preventive drug list to provide preventive medication coverage at little or no cost to members with health risks for conditions such as hypertension, high cholesterol, and osteoporosis.)

We’ll continue to keep you updated on the latest mywhi.com enhancements in our efforts to provide your members with the information they need to make healthcare choices that are cost-effective for both them and your plan.
**Considering Plan Changes Next Year?**

If you are planning changes to your organization’s benefit design—such as medication coverage, copays, or exclusions—effective January 1, 2008, now is the best time to discuss them with your account executive. That way you’ll avoid the year-end rush, and help ensure smooth implementation. To assist with your planning, here are some of our available programs to explore:

*Advantage90®* allows members to receive a 90-day supply of maintenance medication at more than 37,000 retail pharmacies nationwide. Clients save through discount pricing and a reduced number of dispensing and administrative fees. Members can save through reduced copays. It’s also a proven way of encouraging generic and formulary utilization.

*Healthful Living™ Care Management Programs* target a wide variety of health conditions, and allow clients to choose many different options based on their membership demographics, disease severity, and scope of benefit they would like to offer members. Program components include educational mailings, telephonic counseling by health professionals, nurse-triage services, and risk stratification. These are key tools for enhancing members’ overall health and well-being, and ultimately decreasing medical costs.

*Clinical prior authorization (CPA) programs* are designed to collaborate with the member’s physician to encourage appropriate use of medications, which leads to better patient outcomes and cost savings, and helps ensure appropriate utilization of expensive and potentially misprescribed or abused medications. The Fentora™ CPA is the latest addition to this roster. For a complete listing, contact your account executive.

*Healthful Living™ Risk Assessment Programs*, offered in collaboration with Quest Diagnostics®, include survey- or worksite-based screenings designed to help plan sponsors manage healthcare costs and increase employee productivity by helping their employees increase their individual health awareness and health management. Worksite health evaluations encompass a health risk assessment questionnaire, screenings (including blood pressure), and a blood draw (for blood chemistry profile) to establish baseline data.

*Medication Therapy Management* seeks to increase adherence, optimize medication therapy and therapeutic outcomes, and help reduce the risk of adverse drug events through ongoing review of patient medication records and patient consultation. These services are supported by custom-designed technology and one-on-one interventions by pharmacists, face-to-face in-store in specific areas, and by phone via our Clinical Care Center.

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MedMonitor® is a retrospective drug utilization review program that encourages safe and appropriate medication therapy while also considering the member’s complete health profile. We integrate and monitor both prescription and medical history to manage overall health expenditures and improve care by avoiding duplication of therapy, identifying noncompliance, and encouraging optimal treatment based on medical condition.

Step care therapy programs encourage the use of an effective first-line agent before a more expensive, second-line alternative may be covered or dispensed in order to help ensure appropriate and cost-effective medication utilization.

Voluntary tablet splitting is a cost-control option in which participants can save money by cutting a double-strength tablet in half to take their prescribed dose. Since the costs of some medications are similar regardless of tablet strength, and members purchase half the quantity, tablet splitting can reduce prescription unit costs by as much as 50 percent.

Average National Copay: $8.40
For plans that have a three-tier copay design, the average member prescription medication copay at the first tier was $8.40, and ranged from $1.98 to $13.94 in the third quarter of 2006, according to an AIS Health survey of pharmacy benefit managers conducted for Drug Benefit News reported in their December 15, 2006 issue. This is a 12 percent increase from the 2000 first-tier copay average of $7.51. At the second tier, copays average $20.49, a 48 percent increase since 2000. Second-tier copays vary significantly, with more than a $25 difference between the lowest and the highest copays reported at that tier. Third-tier copays have an even greater range—more than $38. The third-tier average copay has risen 26 percent since 2000 to $32.36. The survey also shows that the copay differential has a notable impact on retail generic dispensing: As the absolute difference in first- and third-tier retail copays increases, the percent of generic prescriptions increases. Those employers with the lower copay difference also experienced a higher growth in annual per member costs (9.5 percent) than those with the higher differential (6.9 percent).

Medication Management
Below are the latest enhancements to the Walgreens Health Initiatives Medication Management Programs—clinical prior authorization (CPA) and step care therapy—which provide patient-centric programs that promote clinically appropriate, cost-effective drug utilization:

Fentora™ CPA Developed
The new Fentora™ CPA Program has been added to our roster of programs designed to promote the safe and appropriate use of narcotic medications, which have a high potential for misuse or abuse.

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Fentora (fentanyl buccal) is used to treat patients with cancer pain. Our CPA program helps ensure that patients receive appropriate pain management under the regular care of a specialist. The program requires patients to try three more cost-effective short-acting oral opioids before using Fentora, and sets a quantity limitation while allowing flexibility in dosage adjustments. The Fentora CPA program is the latest illustration of our commitment to providing quality care to members while enhancing plan savings. We also have CPA programs targeting the narcotics Actiq®, Duragesic®, and OxyContin®.

New Step Care Program Targets Januvia™
Walgreens Health Initiatives has also developed the Dipeptidyl Peptidase-4 (DPP-4) Inhibitor Step Care Therapy Program, designed to help ensure appropriate utilization of DPP-4 inhibitors in the treatment of type 2 diabetes mellitus. Targeting Januvia™ (sitagliptin), this program is aligned with the guidelines published by the American Diabetes Association, which call for metformin to be used as a first-line therapy in the treatment of type 2 diabetes mellitus in most patients. This is the latest addition to our suite of diabetes medication management programs, which also include Byetta® and Symlin® CPA programs.

If you have any questions or would like to implement these programs, please contact your account executive.

Consumer Reports Endorses Prilosec OTC®
PBMI Views on News reports in its February 2007 issue that an analysis from Consumer Reports Best Buy Drugs has found Prilosec OTC® as effective a treatment for heartburn and acid reflux disease as prescription medications costing almost 10 times more. This finding supports the rationale of our Prilosec OTC Step Care Therapy Program, which helps ensure that patients who may be adequately self-managed with Prilosec OTC (such as those diagnosed with frequent heartburn) have tried and failed Prilosec OTC before using a prescription proton pump inhibitor. The full report, one of a series that aims to help consumers find effective and safe medications that offer the best value, is available at www.CRBestBuyDrugs.org.

Article Library Educates Members on Cost-Effective Choices
As a value-added offering for our clients, Walgreens Health Initiatives has developed a library of articles suitable for client newsletters or e-mail campaigns. A cost-free alternative to member letters, the articles provide another vehicle for educating members on their benefits and encouraging their judicious use. In an engaging question and answer format, the collection includes topics such as generic medications, Advantage90®, mail service, health risk assessments, and mywhi.com. The articles can stand alone or be used as a series. Some clients use them in conjunction with other member communications, for example, to supplement notification of benefit changes; to promote the use of certain benefits; or as a regular educational feature in employee newsletters. For a complete listing of available articles, contact your account executive.
Walgreens, Salix Team Up for Colorectal Cancer Education
Walgreens, Salix Pharmaceuticals, and the Colon Cancer Alliance have joined forces on an ongoing national colorectal screening education campaign. Brochures aimed at the early detection and prevention of colorectal cancer are available at Walgreens pharmacy counters nationwide and online at www.walgreens.com. The program also includes a toll-free helpline manned by Colon Cancer Alliance staff to answer questions about colorectal screenings. The continuing education provided to Walgreens pharmacists by SOMA Medical Education Company enables them to become a resource for consumers who have questions about screenings, and illustrates the important role our pharmacists can play in educating the public about healthcare issues. An estimated 32 million patients in 48 states and Puerto Rico were exposed to this initiative when picking up prescriptions at Walgreens in March alone.

Environmental Protection Agency Releases Medication Disposal Guidelines
Here’s some important information to share with members that addresses two key societal issues—drug abuse and environmental pollution. According to the February 21, 2007 issue of Newsday.com, new federal prescription medication disposal guidelines recommend mixing unused, unneeded, or expired medications with undesirable substances, such as cat litter or coffee grounds, before throwing them in the trash in nondescript containers. This is meant to help prevent prescription drug abuse, and protect our lakes and streams from contamination. The guidelines state that medications should be flushed down the toilet only if the label indicates it is safe to do so. While flushing medications can stem drug abuse, it can also pollute the environment. U.S. Geological Survey studies have shown that a wide range of pharmaceuticals survive wastewater treatment, and are later discharged into bodies of water across the continent in concentrations that may affect aquatic life.

Rx Drug Update
The Food and Drug Administration (FDA) recently approved the following new medications:

<table>
<thead>
<tr>
<th>Drug Name</th>
<th>Company/ Availability</th>
<th>Indication(s)</th>
<th>Dose Form(s)</th>
<th>Regimen</th>
<th>AWP as of April 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vyvanse™ (lisdexamfetamine) capsules</td>
<td>Shire, New River Pharmaceuticals</td>
<td>Treatment of attention deficit hyperactivity disorder (ADHD)</td>
<td>30 mg, 50 mg, and 70 mg capsules</td>
<td>One tablet daily</td>
<td>Unavailable</td>
</tr>
<tr>
<td>Tekturna® (aliskiren) tablets</td>
<td>Novartis</td>
<td>Treatment of hypertension</td>
<td>150 mg and 300 mg tablets</td>
<td>Two to four tablets daily</td>
<td>$2.44 per 150 mg tablet; $3.08 per 300 mg tablet</td>
</tr>
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New Rx Indications
The following medications have been approved by the Food and Drug Administration for new or expanded indications:

<table>
<thead>
<tr>
<th>Drug Name</th>
<th>Original Indication</th>
<th>New Indication</th>
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<tbody>
<tr>
<td><strong>Yaz</strong>® (drosperinone and ethinyl estradiol) tablets</td>
<td>Prevention of pregnancy and treatment of symptoms of premenstrual dysphoric disorder (PMDD) in women who elect to use an oral contraceptive</td>
<td>Treatment of moderate acne in women who desire an oral contraceptive for birth control</td>
</tr>
<tr>
<td><strong>Cymbalta</strong>® (duloxetine)</td>
<td>Treatment of major depressive disorder and management of neuropathic pain associated with diabetic peripheral neuropathy</td>
<td>Treatment of generalized anxiety disorder</td>
</tr>
<tr>
<td><strong>Sutent</strong>® (sunitinib) capsules</td>
<td>Treatment of gastrointestinal stromal tumor</td>
<td>Treatment of advanced renal cell carcinoma</td>
</tr>
<tr>
<td><strong>Humira</strong>® (adalimumab) injection</td>
<td>Treatment of rheumatoid arthritis, psoriatic arthritis, and ankylosing spondylitis</td>
<td>Treatment of moderately to severely active Crohn's disease in adults</td>
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</tbody>
</table>

Mark Your Calendar
Stop by the Walgreens Health Initiatives booth at the following shows to learn more about our innovative solutions to pharmacy benefit management:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camara de Mercadeo, Industria y Distribucion de Alimentos (MIDA) (Food Industry Marketing &amp; Distribution Chamber) 2007 Annual Convention</td>
<td>July 4-8, 2007</td>
<td>El Conquistador Hotel, Fajardo, Puerto Rico <a href="http://www.midapr.com">www.midapr.com</a></td>
</tr>
</tbody>
</table>
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 www.healthfinder.gov/library/nho.

<table>
<thead>
<tr>
<th>Observance</th>
<th>Date</th>
<th>Sponsor, Web Site</th>
</tr>
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<tbody>
<tr>
<td>Asthma and Allergy Awareness Month</td>
<td>May</td>
<td>Asthma and Allergy Foundation of America <a href="http://www.aafa.org">www.aafa.org</a></td>
</tr>
<tr>
<td>National High Blood Pressure Education Month</td>
<td>May</td>
<td>National Heart, Lung, and Blood Institute Health Information Center <a href="http://hin.nhlbi.nih.gov">http://hin.nhlbi.nih.gov</a></td>
</tr>
<tr>
<td>National Women's Health Week</td>
<td>May 13-19</td>
<td>Office on Women's Health <a href="http://www.womenshealth.gov">www.womenshealth.gov</a></td>
</tr>
<tr>
<td>National Employee Health and Fitness Day</td>
<td>May 16</td>
<td>National Association for Health and Fitness <a href="http://www.physicalfitness.org">www.physicalfitness.org</a></td>
</tr>
<tr>
<td>World No Tobacco Day</td>
<td>May 31</td>
<td>Pan American Health Organization <a href="http://www.who.int">www.who.int</a></td>
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<tr>
<td>National Cancer Survivors Day</td>
<td>June 3</td>
<td>National Cancer Survivors Day Foundation <a href="http://www.ncsdf.org">www.ncsdf.org</a></td>
</tr>
<tr>
<td>National Men's Health Week</td>
<td>June 11-17</td>
<td>Men's Health Network <a href="http://www.menshealthweek.org">www.menshealthweek.org</a></td>
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Medication Matters
The following article, written for your members, can help them learn how to best apply different medications for their eyes or ears.

Drips and Drops: Tips to Use When Treating Eye and Ear Infections
When treating eye infections, your doctor may prescribe drops or ointments. For ear infections, oral antibiotics may be used as well as ear drops. For congestion and ear infections, nose drops, as well as nasal sprays, may be used.

It is important to follow the proper method for inserting drops and applying ointments. Patients should use these products according to the printed label or as instructed by their doctor or pharmacist. As a general rule, be sure to wash your hands before and after applying the medications.

Caring for Your Eyes
Depending on the condition being treated, eye drops may contain many different ingredients, including steroids, antihistamines, or topical anesthetics. Eye drops are absorbed into the bloodstream, so you should inform your doctor of any other medications that you are taking.

Drops often cause a burning or stinging sensation, which is often due to the preservative agent added to the medicine. This discomfort usually lasts for only a few seconds. If you experience eye pain or any changes in your vision, contact your doctor.  

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If you are prescribed both eye drops and eye ointment, use the drops first. If you have more than one eye drop medicine to put in your eyes, wait about 5 minutes after using the first medicine before putting in the second one.

If you are not used to putting in drops, the following steps can serve as a guide, and are easier to perform in front of a mirror.
1. Pull the lower eyelid down to form a pocket.
2. Hold the dropper directly over the eye, but do not let it touch the eye, eyelid, or eyelashes.
3. Look up, place one drop in the pocket, and continue to hold the eyelid for a moment while the medication runs in. To keep from blinking, look away from the dropper tip just before you release a drop.
4. Release the eyelid, close the eye for 1 or 2 minutes. Do not squeeze the eye shut or rub it.
5. Wait at least 5 minutes before applying any more drops or another eye medication.

Eye ointments are applied inside the lower eyelid to produce a local effect directly on the eye. Some people may find their eyes sting immediately after use, but this normally will only last a short time. If the irritation is severe or if the ointment seems to make your symptoms worse, contact your doctor.

Here are some steps to follow:
1. Tip your head back and with your index finger pull the lower eyelid down to form a pocket.
2. Squeeze a ½- to ½-inch ribbon of ointment into the pocket, but do not touch the eye, eyelid, or eyelashes with the tip of the tube.
3. Blink your eyes to spread the ointment over the surface of the eyeball.
4. Your vision may be blurred when you open your eyes, but don’t rub your eyes. Keep your eye closed for 1 or 2 minutes. Blurring should clear after a few moments, if you keep blinking.
5. If you have been told to do so, repeat the procedure for the other eye.
6. If you are using more than one type of ointment, wait about 30 minutes before using the next ointment. This will allow the first to be absorbed into the eye.

How to Use Ear Drops
Your doctor may prescribe ear drops to treat an infection or relieve pain. Self-administering the drops can be difficult so try to find someone to assist with this process.

Here are steps to follow when administering drops to a child, but most of these techniques can apply to adults as well.
1. Warm the ear drops to body temperature by holding the container in the palms of your hands for a few minutes.
2. Gently lay the child on a flat surface with the infected ear facing up.

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3. Straighten the ear canal by very gently pulling the earlobe backward.
4. Drop the proper dosage into the ear.
5. Have the child remain in this position for several minutes to allow the medication to be absorbed.
6. Wipe any excess medication off the outside of the ear, using caution to avoid getting moisture in the ear canal.

**Administering Nose Drops and Nasal Sprays**

Nose drops are used to keep nasal tissues moist, relieve nasal irritation, and help thick or dried mucus to drain. Patients are advised not to use drops more often or for longer than told. Some should only be used for a short time and will stop working if used for too long.

Giving nose drops to yourself can be difficult, so try to have someone else administer them in the following way:
1. Blow your nose gently.
2. Unscrew the top of the bottle and draw the appropriate amount of liquid into the dropper.
3. Tilt your head back.
4. Hold the dropper just above your nose and put the correct number of drops into your nostril without letting the dropper touch the inside of your nose.
5. Keep your head tilted back for 2 to 3 minutes to help the drops run to the back of your nose.

Medicated nasal sprays should be used as directed by your doctor. There also are nonprescription saline nasal sprays, which usually can be used safely for as long as needed.

Here are some tips on using nasal sprays:
1. Blow your nose gently.
2. Clean the outer portion of your nose with a damp tissue.
3. Keep your head upright. Press a finger against the side of your nose to close one nostril.
4. With your mouth closed, insert the tip of spray into the open nostril. Sniff in through the nostril while quickly and firmly squeezing the spray container or activating the pump or inhaler.
5. Hold your breath for a few seconds, and then breathe out through your mouth.
6. If told to do so, repeat this procedure for the other nostril.

Note: Your nasal passages and throat are connected, so do not be alarmed if you feel the medication trickling down your throat.
References

Healthful Living™ Weight Management


Rx Drug Update and New Rx Indications


Medication Matters


• Michigan Pharmacists Association's Patient Education Program

• National Pharmaceutical Association


For general information about Walgreens Health Initiatives products and services, call 800-926-6779, e-mail whi@walgreens.com, or visit mywhi.com.

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