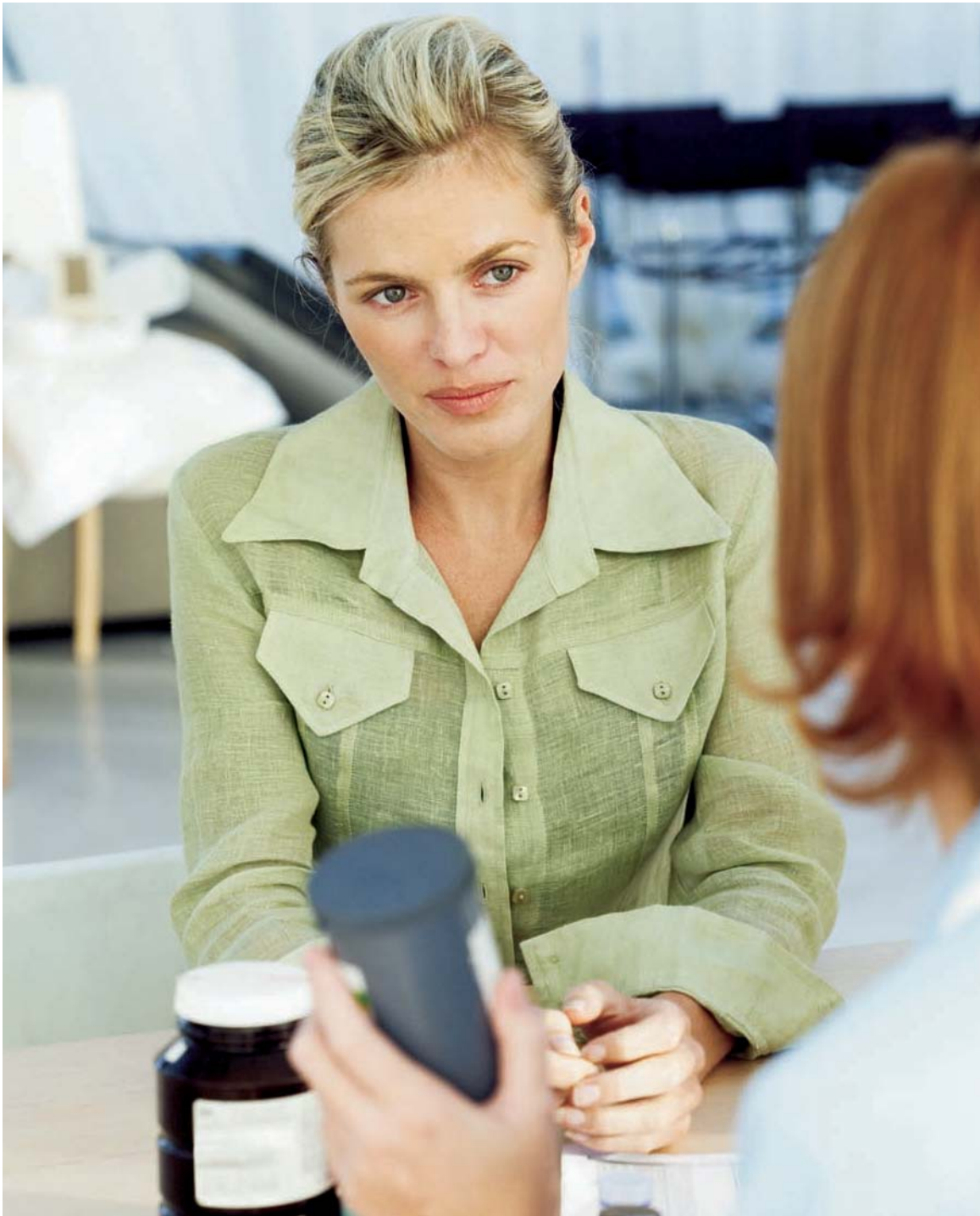




P H A R M   M D

Making Healthcare Personal



THE RIGHT PRESCRIPTION  
FOR BETTER HEALTHCARE  
AND LOWER COSTS.



P H A R M M D

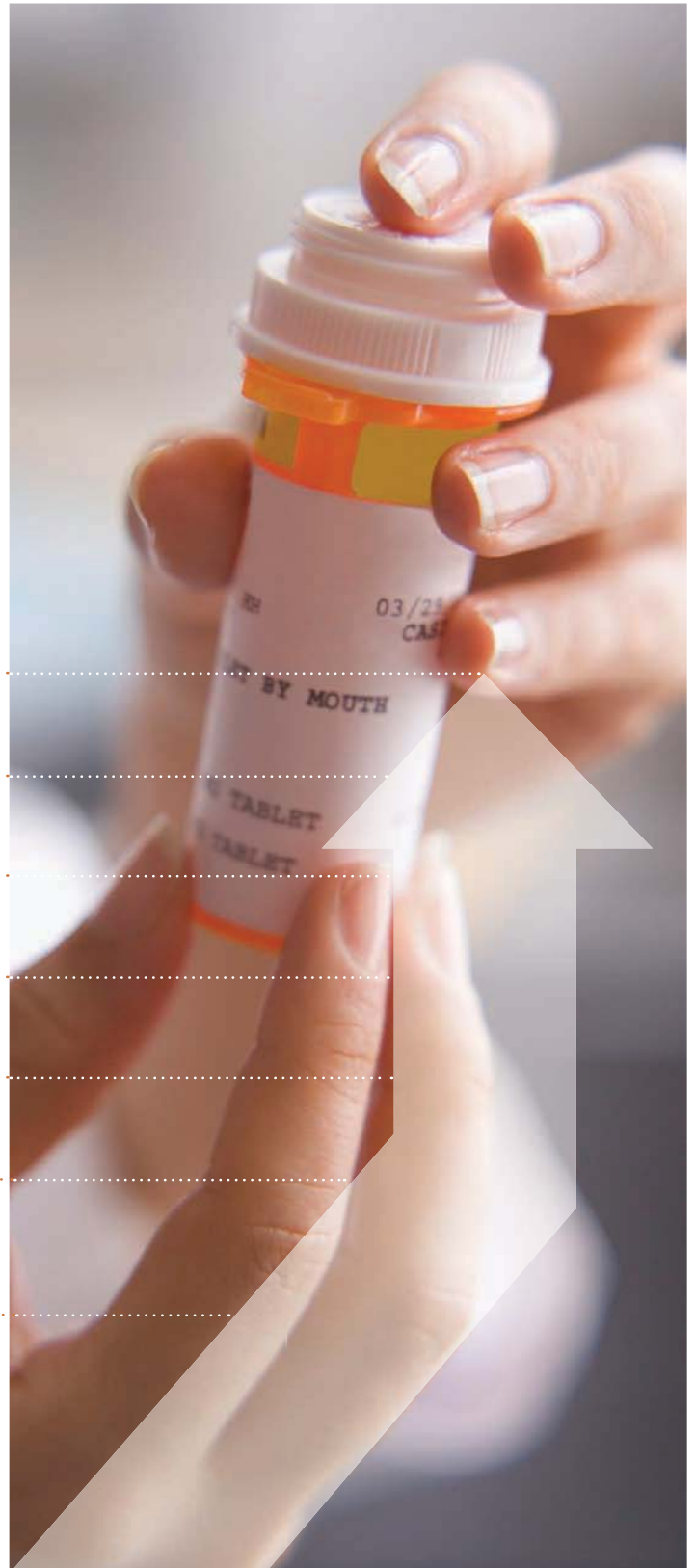
## Strong Medicine for a System that Short-Changes Employees

Medications can be the most cost-effective component of our healthcare system. Managed ineffectively and used inappropriately, however, they can be costly — in more ways than one. Today, for employers, insurers and patients alike, those costs are unacceptably high. Consider some of the ways your company and your beneficiaries are affected:

- For every \$1 spent on medications, companies are spending \$1.25 to address problems caused by inappropriate use of medications
- Each year, medication errors harm 1.5 million patients and cost more than \$3.5 billion.
- 1 in 20 emergency room visits are due to adverse, drug-related events.
- As many as 1 in 10 doctors' office visits are due to medication related problems.
- More than one of every five prescriptions are used in ways not approved on the drugs' labels.
- One-third of all prescriptions filled and paid for are never taken.
- The average annual health insurance premium increase of 7.7% is double the rate of increase of an employee's earnings and double the rate of inflation.
- Employees with chronic illnesses make up 10-20% of the workforce but account for up to half of healthcare claims costs.

The answer is not simply to manage the costs. **The answer is to facilitate better care, better health, and better results.**

Through better education, better communication, better coordination — medication management — **PHARM MD** delivers, improving human lives as well as bottom lines.



**For every \$1 spent on medications, companies are spending \$1.25 to address problems caused by inappropriate use of medications**

# We Create Wins for Patients, Employers and Insurers.

Under **PHARM MD'S** approach to medication management, everyone benefits: employers, payers, employees and physicians.

## HOW EMPLOYERS WIN

- Strong ROI
- Better health outcomes for employees
- Fewer lost work days and higher productivity
- Greater employee satisfaction
- Better management of overall healthcare costs
- Greater awareness among employees of the true cost of the employer provided drug benefit
- HIPAA-compliant protection of employee medication records
- Tracking of savings, measured by individual interventions and by trends in the employer's healthcare expenditures

## HOW PAYERS WIN

- Better control of costs
- Improved health outcomes
- Better coordination of care
- Experienced source for medication management that exceeds Medicare Part D requirements

## HOW PATIENTS WIN

- Better health outcomes, fewer missed work days, fewer complications and fewer hospitalizations
- Greater awareness and empowerment to improve health
- Trusted, one-stop source where they can get answers to questions on medications from the very best health professionals
- Comprehensive, confidential personal medication record
- Cost savings
- Better coordination of their medical care

## HOW PHYSICIANS WIN

- Comprehensive medication record for patients showing all prescriptions from various prescribers facilitating better communication and coordination of care
- Improved health outcomes for patients
- Behavioral changes by at-risk patients
- Patient coaching and education to reinforce treatment plans



## A MISSION AND A PROMISE

Our story begins with a promise. It is a promise to keep healthcare personal, to enable better coordination of care, to empower those we care for, and to better manage medication use. So much of healthcare is being abused and misused. Ours is a promise to address this nationwide problem.

Our founder and Chairman, Clayton McWhorter, is recognized as a leader in the healthcare field. By training he is a pharmacist as was his brother, Fred, who practiced for nearly half a century.

Fred, a community pharmacist for over 40 years, saw the great need for doctors and pharmacists to work closely together. He knew that better coordination of medications would lead to better outcomes.

Their training and experience enabled the McWhorters to see how much more effective the delivery of healthcare could be — for patients and payers alike — when pharmacists are able to be true partners with physicians in the management of medications. This knowledge also led to a personal request that led PharmMD to embark on our mission:

**To prevent medication-related health problems through the application of the best coordinated pharmacist and physician knowledge.**

*Because of my brother,  
and because of my own  
training as a pharmacist, I  
have a special passion for  
the work of PharmMD. Every  
day, we will make every  
effort to improve the well-  
being not just of our client  
organizations but of every  
person in our care. It is more  
than our mission. It is our  
promise.*



*R. Clayton McWhorter*

Clayton McWhorter  
Chairman

# Aligning Incentives to Promote Better Results.

In hospital settings, doctors and pharmacists work closely together to coordinate medication therapies for patients. PharmMD is the premier company to apply this comprehensive coordination to health plans and employer-sponsored health benefits. The result: better patient outcomes and reduced overall costs.

To us, medication management means much more than lowering the cost of prescriptions. It means providing personalized care to real people with real needs. It means using drugs appropriately to lower the need for costly hospitalizations, to improve drug therapies and to reduce lost work time by contributing to better health outcomes. It means:

- Caring for individuals in a personal way
- Ensuring use of the most appropriate medications through better coordination and communication between patients, physicians and pharmacists, helping employees make behavior and lifestyle changes that lead to better health
- Working with employees — especially those with chronic conditions and multiple medications — to manage their medication therapies
- Helping employers assess drug utilization and risks and target areas for intervention and improvement
- Ensuring the right balance between cost and effectiveness in prescribed medications

**By aligning incentives for all parties, we help improve the outcomes for all.**

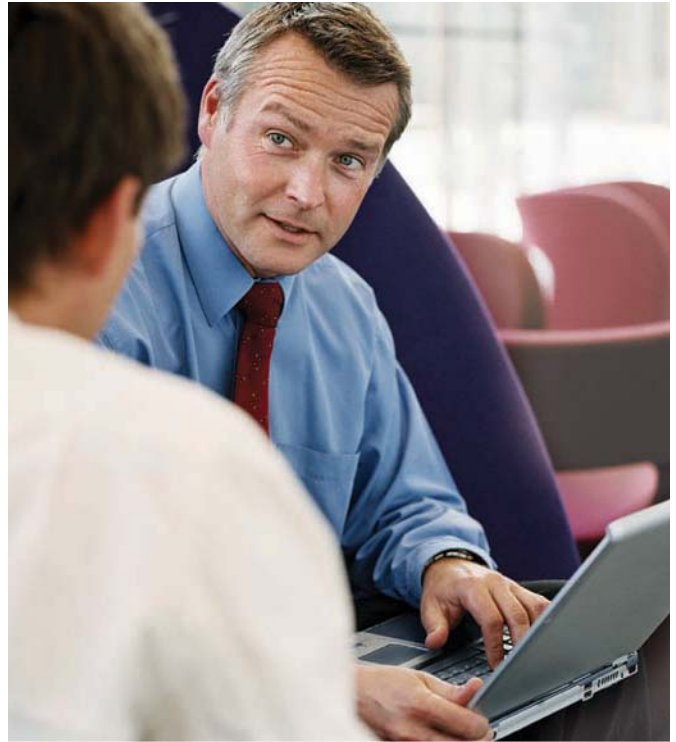


**Ninety percent of the successes that chronically ill patients enjoy result from changes in their behavior.**



# Better Management for Better Health

We offer a tiered suite of services that give you an accurate picture of medication usage, measure that usage over time, and identify and manage risk — all focused on improving health outcomes and reducing costs.



## MEDICATION THERAPY REVIEW

Medication Therapy Review is designed to help you identify appropriate — and inappropriate — drug utilization. We provide an in-depth review of an employee population that includes individual-level data on medical and pharmacy claims. Integrating this data into one system, we identify trends based on medical and pharmacy spending histories. We also take a high-level look at potential drug-related problems in a covered population. Then we make recommendations based on the overall population. Throughout our reviews, we protect individuals' private medical information in compliance with HIPAA regulations.

## INDIVIDUAL RISK ASSESSMENTS AND RECOMMENDATIONS

Through this proprietary service, we tailor individual risk assessments for each employee in the population based on their medical history, behavior and healthcare costs. Then we make specific recommendations for each covered individual, based on their needs and on proven clinical pathways and protocols. We also recommend specific strategies for communicating with each individual that will lead to the greatest improvements in behavior, medication usage and health outcomes.

## INTERVENTION SERVICES

Tailored interventions are the core service that enables us to deliver the greatest value to all parties.

As part of this service, we communicate with each covered individual (with confidentiality of their personal information assured) to improve outcomes. Based on the person's level of risk and behavioral response, our interventions may range from newsletters and targeted patient education to automated or personal phone calls, personal meetings with our medical professionals, or communication with each of the patient's physicians so each has a clear picture of the patient's current medications. Through this service, we can deliver to our clients the highest return in both hard-dollar savings (actual drug expenses) and soft-dollar savings (overall savings on medical expenses).

## Make a Healthy Gain

We welcome the opportunity to show you in more detail how PharmMD's approach to medication management can benefit you. **Please contact us at 615-690-0833 or [Info@PharmMD.com](mailto:Info@PharmMD.com) to find out more.**

[www.PharmMD.com](http://www.PharmMD.com)