

# Insight

*WilsonRx = Recipe for Success™*

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## Insight

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## Wilson Health Information Announces Winners

TRICARE members most satisfied with their health insurance for third year in a row. Kaiser Permanente named top rated health maintenance organization nationally for fifth straight year.

Wilson Health Information, a leading independent consumer satisfaction research company, announced results from the 2005 WilsonRx™ Health Insurance Satisfaction Survey which found TRICARE the number one-rated health insurer nationally for the third year and Kaiser Permanente the number one HMO for the fifth straight year. Among Preferred Provider Organizations (PPOs), AARP is number one, BlueCross BlueShield is the number one Point of Service (POS) insurer, and Delta Dental the number one Dental Insurer.

The WilsonRx™ Health Insurance Satisfaction Survey is independently conducted. In June 2005, surveys were mailed to 43,783 households in the top twenty US markets representing more than

50% of the US household population. "Of the 42 health insurance and pharmacy benefit issues rated by the 20,003 respondents, we found that the most important are the quality of medical care, plan providers, medical treatments and prescription drug coverage," said Jim Wilson, President of Wilson Health Information. "However, satisfaction with the prescription drug benefit coverage was one of the most poorly rated issues."

Regionally, Kaiser Permanente is rated number one in Atlanta, Los Angeles and San Francisco (California), Denver, and Washington DC; BlueCross BlueShield plans are number one in Baltimore (CareFirst), Chicago (BCBSIL), Detroit (BCBSMI), Philadelphia (Independence Blue Cross), & Phoenix (BCBSAZ); AARP is top rated in Cleveland, Houston, Kansas City, New York (tied with HIP), and Texas. Harvard Pilgrim Health Plan is number one in Boston; Aetna in Dallas; UCare in Minneapolis; UnitedHealthcare in North Carolina; Humana in Miami; and Group Health Cooperative in Seattle.

Among Dental Insurance carriers, Delta Dental is number one overall and in thirteen markets including: Baltimore, Boston, California (Tie with CIGNA Dental), Dallas, Denver, Detroit, Kansas City, New York, Philadelphia, Phoenix, Seattle, Texas, and Washington DC; MetLife Dental in Atlanta, Chicago, and North Carolina; CIGNA Dental in Los Angeles, Miami, and California; Aetna in Houston; Medical Mutual in Cleveland; and HealthPartners in Minneapolis. •



# Valu-Rite Pharmacy Rated Number One in Customer Satisfaction

Wilson Health Information has named the Valu-Rite Pharmacy the highest rated pharmacy overall compared to all other pharmacy chains. The results are based on responses from 20,003 pharmacy customer respondents in the top twenty US metropolitan markets; the largest study of its kind.

“Each pharmacy attracts and satisfies their customers with unique blends of convenience, pricing, store, wellness and professional services,” said Jim Wilson, President of Wilson Health Information. “Valu-Rite’s customers are most likely to report that they are on a first name basis and have known their pharmacist for a long time. Valu-Rite customers also gave the highest satisfaction ratings for a wide array of issues, including friendly and courteous pharmacists, having

prescriptions in stock when needed, prescriptions are ready when expected, prescriptions are clearly labeled and easy to read and understand, and having a comfortable pharmacy waiting area,” said Wilson. “Consumers also appreciated that the pharmacy accepts their insurance and helps with insurance problems and that store employees are able to answer questions and solve problems and are courteous and helpful.”

For the third year in a row, Publix Pharmacy is the number one rated supermarket pharmacy nationally and in the Atlanta and Miami markets. Publix customers are particularly satisfied with their pharmacy’s convenience, including store hours and parking. Costco Pharmacy is the #1 mass merchant/discount pharmacy; Medco is the top

rated mail/online pharmacy for the fourth straight year and has the #1 website overall; Walgreens is the #1 chain pharmacy overall, the top drive-thru pharmacy and in seven of the twenty markets surveyed.

In other markets, Cub Pharmacy (SUPERVALU) is number one in the Twin Cities market; Giant Food Pharmacy (Ahold) in Baltimore and DC; Brooks/Eckerd in Boston; Kroger in Dallas, Houston and Phoenix; Discount Drug Mart in Cleveland; AmeriSourceBergen (Family Pharmacy & Good Neighbor Pharmacy) in Detroit; CVS in Philadelphia; and Bartell Drug in Seattle. Detailed results covering the top 25 pharmacy chains are contained in the WilsonRx™ Pharmacy Satisfaction report available for purchase. •

## Medco Health Solutions, Inc. Receives Top Honors For An Unprecedented Fifth Year in a Row

The WilsonRx™ Pharmacy Benefit Satisfaction Report is based upon consumer surveys sent to more than 43,783 consumers in the top 20 U.S. Markets. 8,871 PBM members reported the name of their PBM including: Aetna, Caremark, Express Scripts, Medco, Pharmacare/EHS, Prescription Solutions, RxPrime, UnitedHealthcare, Walgreens Health Initiatives and Wellpoint/Anthem. Medco is the most popular PBM mentioned with 19.7% of enrolled members.

“Mail Service pharmacies are being used by about one-third of household consumers to fill prescriptions, second only to chain pharmacies,” said Jim Wilson, President of Wilson Health Information. “While mail service pharmacy use has nearly tripled in the past four years, recently there have been slight declines in the percentage of households using Mail as their pharmacy used most often. “This means that it will be more important for PBMs to coordinate prescriptions between mail, retail and other settings in order to satisfy the members.” Medco PBM members rated the website number one for accessing records and ordering refills.

“Medco’s Mail members are the most highly satisfied with their mail order service pharmacy benefit overall as well as the online website overall, to order refills, manage prescription records online, health and prescription information and overall ease of use, compared to all other pharmacies,” said Wilson.

For the first year, Medco’s Prescription Discount Card is also the number one rated discount card based upon ratings from 5,403 discount card users. Medco’s card holders were the most satisfied overall that their discount card provided the cost savings they expected. “This new finding could help position Medco for the new Medicare Part D Prescription Drug Benefit,” said Wilson, “There are many card options available and seniors will need assistance in selecting the card(s) that best satisfy their needs.” •

## Use of Mail Service Pharmacies Declining in 2005

### Use of Mass Merchant Pharmacy Stores Show Increase

The newly released WilsonRx™ Reports shows that chains continue to be the most commonly used type of pharmacy, followed by Mail, Food Store, Mass Merchant, Independent and Clinics. However, for the first time in four years, the percentage of households using Mail declined versus the previous year. The most frequently used pharmacies in the top twenty US markets studied include Walgreens, CVS, Medco, HMO Clinics, Caremark and Wal-Mart. Among those who use Mail, 72% probably or definitely would use their local pharmacy if the amount and price were identical. Fifty-six percent (56%) of household consumers report that they use more than one pharmacy to fill prescriptions. Foreign pharmacy use increased from 5.6% in 2003 to 6.2% in 2005. •

# 2005 National Award Winners

## 2005 National Customer Satisfaction Winners

Type	Winner	Type	Winner
Overall Pharmacy	Valu-Rite Pharmacy	Prescription Discount Cards	Medco
Chain Pharmacy	Walgreens Pharmacy	Overall Health Insurer	TRICARE*
Mass Merchant/Discount Pharmacy	Costco Pharmacy	Health Maintenance Organization (HMO)	Kaiser Permanente*
Supermarket Pharmacy	Publix Pharmacy*	Preferred Provider Organization (PPO)	AARP
Mail Order Service Pharmacy	Medco*	Point of Service (POS) Plan	Blue Cross Blue Shield*
Drive-Thru Pharmacy	Walgreens Pharmacy*	Dental Insurer	Delta Dental*
Pharmacy Benefit Plan	Medco*		

# 2005 Regional Award Winners

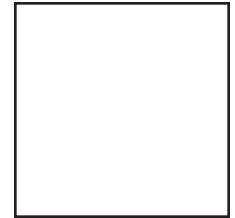
## 2005 Regional Customer Satisfaction Winners

Region	Pharmacy	Health Insurer	Dental Insurer
Atlanta	Publix Pharmacy	Kaiser Permanente*	MetLife Dental
Baltimore	Giant Pharmacy (Ahold)	CareFirst BlueCross BlueShield*	Delta Dental*
Boston	Brooks/Eckerd	Harvard Pilgrim Plan	Delta Dental*
California	Costco	Kaiser Permanente	Delta Dental and CIGNA Dental (tied)
Chicago	Walgreens Pharmacy*	BlueCross BlueShield of IL*	MetLife Dental
Cleveland	Discount Drug Mart	AARP Health Insurance	Medical Mutual Dental
Dallas	Kroger Pharmacy*	Aetna	Delta Dental*
Denver	Walgreens Pharmacy	Kaiser Permanente	Delta Dental
Detroit	AmeriSourceBergen**	BlueCross BlueShield of MI*	Delta Dental*
Houston	Kroger Pharmacy*	AARP Health Insurance*	Aetna Dental
Kansas City	Walgreens Pharmacy	AARP Health Insurance	Delta Dental
Los Angeles	Walgreens Pharmacy*	Kaiser Permanente*	CIGNA Dental
Miami	Publix Pharmacy*	Humana*	CIGNA Dental
Minneapolis (Twin Cities)	Cub Pharmacy*	UCare Minnesota	Health Partners*
New York	Walgreens Pharmacy	Health Insurance Plan (HIP)* & AARP Health Insurance (Tie)	Delta Dental*
North Carolina	Walgreens Pharmacy	UnitedHealthCare	MetLife Dental
Philadelphia	CVS Pharmacy	Independence Blue Cross/Keystone*	Delta Dental*
Phoenix	Kroger Pharmacy	BlueCross BlueShield of AZ*	Delta Dental*
San Francisco	Walgreens Pharmacy*	Kaiser Permanente*	—
Seattle	Bartell Drug	Group Health Cooperative	Washington Dental Services (Delta Dental)
Texas	Kroger Pharmacy	AARP Health Insurance	Delta Dental
Washington, DC	Giant Pharmacy (Ahold)	Kaiser Permanente	Delta Dental*

\* Multiple Year Winner \*\* Consists of Family Pharmacy and Good Neighbor Pharmacy.



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## FROM THE PRESIDENT



*Jim Wilson, R.Ph., MBA  
President  
Wilson Health Information,  
LLC*

Welcome to the annual “Winners” edition of the WilsonRx™ Insight Newsletter. You are invited to visit [www.wilsonrx.com](http://www.wilsonrx.com) to subscribe to our free email subscription and learn about our new WilsonRx™ Report Series of reports. In this issue we report on the winners of each of the WilsonRx™ Award categories. Congratulations go out to all of this year’s winners, particularly multiple year winners. I am especially proud to recognize TRICARE for having the highest overall Health Insurance Satisfaction for the third year in a row as it demonstrates the commitment to the 9.1 million covered military beneficiaries and their families. Whether you are a pharmacy retailer, a national or local PBM, an insurance carrier, or a wholesaler the challenge to satisfy the customer is just as important today as it ever has been.

Limited sponsorship opportunities are available for publication and include: Health Insurance Satisfaction reports by type of insurance (including Medicare) and MCO as well as several treatment satisfaction reports including: allergy, arthritis, asthma, cholesterol, depression, dermatology (acne, dermatitis, nail fungus and rosacea), diabetes, erectile dysfunction, heart problems, hypertension, migraine, osteoporosis and others. Each treatment satisfaction report includes pharmacy, PBM and Insurance satisfaction issues as well as custom patient research, contact us for details. Be sure to ask us about custom consumer and pharmacist research.

Your ideas, comments and feedback are always welcome.

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