

Synergy: Pharmaceutical Companies, Health Plans, PBMs and Pharmacy Chains

Pharmaceutical companies are well positioned to play a vital role in helping Health Plans, PBMs and Pharmacy Chains understand their customers' perceptions of important issues which can be addressed to improve their healthcare. This can be accomplished through the sponsorship, publication and dissemination of Consumer Satisfaction Reports that WilsonRx® can generate from its extensive database. The 2007 survey includes questions on Medicare

Part D, thus providing valuable insights relative to this change in prescription drug benefits. The database also allows pharmaceutical companies to bring to light important perspectives by highlighting Health Plan, PBM and Pharmacy Chain considerations for specific disease states. This is a win-win situation for everyone: actionable data for Health Plans, PBMs and Pharmacy Chains, and access to key Senior Executives for the pharmaceutical companies. •

Licensing Opportunities to Enhance Competitive Edge

WilsonRx® conducts one of the largest (if not the largest) syndicated healthcare consumer insight surveys in the United States. Each year winners are declared among Health Plans, PBMs and pharmacies based on satisfaction ratings by consumers. Top Health Plans, PBMs and pharmacies are recognized for national and individual market leadership with the WilsonRx® Customer Satisfaction Award. Various levels of licenses for promotion of the awards are offered and have been used in many different ways to strengthen competitive edge such as use in radio, TV and print

ads, billboards, plaques and lapel pins. Winners from the 2007 survey will be announced in the upcoming months.

WilsonRx® also collects large amounts of demographic data, utilization data such as prescription filling, compliance with therapy etc. as well as data on satisfaction with treatment for more than fifty medical conditions. Treatment data can be cross tabulated with any of the demographic and utilization fields collected as well as with health plan information. Licensing rights are offered to pharmaceutical companies, some of which have produced Digest publica-

tions in various formats to bring well received and valuable information to Managed Care executives, thus demonstrating their commitment to the improvement of healthcare for their customers and members. Data from the WilsonRx® annual survey as well as from custom surveys have also been licensed to produce specific disease and treatment publications for broad distribution to the medical community and recently an article comparing specific treatment medications appeared in a peer reviewed medical publication. Call today to discuss your special needs. •

WilsonRx® Announces New Survey Results

We are excited to announce that results from the 2007 WilsonRx® Study will be available this spring. This year's study is the most comprehensive to date, as more pharmacies,

health plans, and PBMs are included than ever before. New in this year's study is feedback from seniors about their experiences with the new Medicare Part D prescription drug benefit.

Based on your feedback, many new topics have been added to the study such as: Pharmacy services offered and used (i.e., IVR systems, Kiosks, 24 hour service lines, \$4.00 Generic Prescription co-pays, Price Matching, MTM services, Robotics, compounding and prescription flavoring.). Other pharmacy importance and satisfaction topics include after hour prescription pick up, drop off and pick up kiosks, money saving websites, pharmacist advice about conditions and personalization of care.

Responses have already been received from more than 33,000 households across the US, the most in our study's history. The geographic scope of the study now includes all 48 continental states, encompassing the top metropolitan markets, rural areas, and the 32 Medicare Part D Prescription Drug Plan (PDP) regions. As this is our eighth annual study, we have a wealth of historical data to help you better understand important industry trends. Be sure to ask us about our custom research capabilities as well as our interactive Strategizer™ software. •

WilsonRx® names Aubrey McWatt Vice President

WilsonRx® is pleased to announce the appointment of Aubrey McWatt to the position of Vice President, Business Development. In this position, Aubrey will work closely with Health Plan, PBM, Pharmacy and Pharmaceutical Company Executives to assist them in improving their market position through the use of consumer insights data from WilsonRx® surveys.

Aubrey is an experienced industry executive with an extensive background in pharmaceutical sales and marketing. Before joining the team, Aubrey was engaged in business consulting, and, prior to that, he was Director of Product Management for Merck & Co., with global responsibility for its ophthalmic product line. Aubrey has traveled extensively and lived in several countries, thus bringing a diverse range of industry experience to his position. Aubrey can be reached in his Doylestown office at (215) 345-5469. •

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The 2007 WilsonRx Market Areas include 23 Metropolitan Survey Areas (MSA); Six (6) state-wide markets; and three (3) Multi-State Markets. Survey results may also be analyzed by Medicare Part D Prescription Drug Plan (PDP) market.

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