

And so can you. The 2007 WilsonRx® Survey, a leading source of high-quality consumer healthcare information, offers valuable managed market insights.

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Insight™

is produced by Wilson Health Information, LLC.

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Over the past eight years, the WilsonRx® Survey has grown from an annual survey of eight Metropolitan Statistical Area (MSA) markets with 18,000 respondents to over thirty-three thousand respondents covering a representative sample of pharmacy customers in all 48 continental states, encompassing the top consolidated MSA (CMSAs) and 32 Medicare Part D Prescription Drug Plan (PDP) markets.

Listed in this issue of *Insight* are the companies and topics that are evaluated in the 2007 survey. This year's survey is the most comprehensive to date, as more pharmacies, Health Plans and PBMs are evaluated than ever before. As this is the eighth annual study, WilsonRx® now has a wealth of historical data to guide our clients towards a better understanding of critical industry trends in the rapidly changing healthcare landscape. Many new topics have been included in the 2007 survey that capture information on the shifting trends in technology and medical coverage. Companies can ill afford to be without the insights gleaned from the WilsonRx® survey.

The annual increase in the scope of the survey as shown in the WilsonRx® 2001 – 2007 Survey Chart above attests to the growing importance that pharmacies, Health Plans, PBMs and pharmaceutical companies place in the value that the survey results provides in helping them assess and advance their market position. The WilsonRx® name is now synonymous with quality information in health care and our awards for superior performance are among the most prestigious in the industry.

The WilsonRx® survey also collects demographic and utilization information on consumers as well as importance and satisfaction measures on more than 50 medical conditions. This information is of immense value to pharmaceutical companies as well as to pharmacies, Health Plans and PBMs in gaining insights, assessing customer satisfaction and developing appropriate action plans. The ability to cross reference

Year	Date Fielded	Outbound	Responses	%	+/- %	Markets Covered
2007	January	67,028	33,352	49.8%	+/- 0.54%	32 Markets (23 CMSA + 6 State & 3 Multi-State Markets)
2006	Feb-March	68,721	32,003	46.6%	+/- 0.55%	32 Markets (23 CMSA + 6 State & 3 Multi-State Markets)
2005	May-June	43,783	20,003	45.7%	+/- 0.69%	20 MSA Markets (55% Population)
2004	July	29,274	17,792	60.7%	+/- 0.73%	16 MSA Markets (50% Population)
2003	July	25,182	16,102	63.9%	+/- 0.77%	14 MSA Markets (46% Population)
2002	May	26,400	17,981	68.1%	+/- 0.73%	11 MSA Markets
2001	May-June	26,943	18,162	67.4%	+/- 0.72%	8 MSA Markets

all aspects of the data and to identify households and resurvey them with custom surveys offers highly cost-effective solutions for our clients.

WilsonRx® will shortly be announcing the top rated award winners from the 2007 survey. The team at WilsonRx® remains ready to create customized reports according to the special needs of our clients. Visit us at www.wilsonrx.com for the full scope of our study and of our services. •

2007 WilsonRx® Survey Report Topics

Pharmacy Satisfaction Reports (Available by Store Type, Chain and Market)

Customers' opinions can be difficult to measure, particularly when they use different stores. How are pharmacy customer satisfaction measures defined? Do you know what is really important to consumers, what will drive their satisfaction? How do opinions vary by store, ethnicity, geographic region, age, household income, or size? With this report, you will be able to see how your services compare to your competition and formulate better strategies for successful marketing and high-level customer satisfaction and loyalty.

Chains:

- Aurora Pharmacy
- Bartell Drug
- Brooks/Eckerd
- CVS
- Discount Drug Mart
- Duane Reade
- Fred's Pharmacy
- Kerr Drug
- Longs
- Marc's Drug
- OSCO
- Rite Aid
- Sav-Mor
- Sav-On
- Snyders

- Walgreens

- USA Drug

Food Stores:

- Albertsons
- Cub Pharmacy
- Dillons
- Fred Meyer
- Fry's
- Giant Eagle
- Giant Food
- Hannaford
- H-E-B
- Hy-Vee Pharmacy
- King Soopers
- Kroger
- Pathmark

- Price Chopper

- Publix

- Safeway

- Schnuck's

- ShopRite

- Smith's Food & Drug

- Stop & Shop

- Wegman's Food

- Markets

- Weis Markets

Mass Merchants:

- Costco

- Kmart

- Meijer

- Sam's Club

- ShopKo

- Target

- Wal-Mart

Mail/Online:

- AetnaRx

- AnthemRx

- Caremark

- CIGNA/Tel-Drug

- Express Scripts

- Medco

- PharmaCare

- PrecisionRx

- Prime Therapeutics

- Rx Solutions/

- PacifiCare

- TRICARE mail

- Walgreens.com

- Walmart.com

Independents:

- Family Pharmacy

- Good Neighbor

- Health Mart

- Leader Pharmacy

- MediCap

- Medicine Shoppe

- Valu-Rite

Clinics:

- Government Clinic

- HMO Clinic

- Hospital Clinic

- Military Treatment

- Facility

Medical Conditions

Reports provide valuable insight into consumer perceptions of their medical treatment for 50 conditions. Each report identifies the patient (self, spouse, child or elderly dependent), type of treatment (prescription, OTC, both, or neither), and treatment satisfaction. Additional follow-up surveys of treatment sufferers provide insights such as physician specialty, brand of medications used, barriers to care and patient verbatims of why they feel the way they do about their medical treatment.

- Acne
- Acute Bronchitis
- Allergies
- Alzheimer's
- Anemia/Fatigue
- Anxiety
- Arthritis (Rheumatoid + Osteo)
- Asthma
- Attention Deficit Disorder
- Birth Control
- Cancer
- Chronic Bronchitis/COPD
- Cholesterol Lowering
- Cough & Cold
- Depression
- Diabetes (Type I & Type II)
- Eczema/Psoriasis
- Enlarged Prostate/BPH
- Epilepsy/Seizure
- Erectile Dysfunction
- Esophageal Disorders (Heartburn/ Ulcers/Reflux/GERD)
- Female Sexual Dysfunction
- Glaucoma
- Heart Conditions (Coronary Artery Disease/Heart Attack/ Failure/Valve Disorders)
- High Blood Pressure
- HIV/AIDS
- Incontinence
- Influenza/Flu
- Irritable Bowel/Crohn's
- Low Back Pain
- Lupus/Connective Tissue Disorders
- Menopause
- Migraine
- Nail Fungus
- Osteoporosis
- Pain
- Parkinson's
- Pre-Menstrual Syndrome
- Restless Leg Syndrome (RLS)
- Rosacea
- Sleep Problems
- Stroke
- Thyroid
- Weight Loss

Pharmacy Attributes (Importance and Satisfaction)

Overall convenience

- 24 hour kiosk for prescription pick up and drop off
- 24 hour pharmacy access
- Ability to call ahead to have prescription(s) ready
- Ability to easily view/retrieve prescription records
- Ability to get prescriptions filled at any store in chain
- After hours prescription pick up
- Comfortable pharmacy waiting area
- Drive-thru/pick up pharmacy window
- Home delivery of prescriptions
- No waiting in line to pick up or drop off prescriptions
- Pharmacy is conveniently located and easily accessible within the Store
- Pharmacy provides reminders to refill prescriptions
- Prescriptions are ready when expected
- Store has adequate parking
- Store hours are convenient for me

Overall web site

- Pharmacy has a web site that helps me manage my prescriptions online
- Pharmacy has a web site that is easy to use
- Pharmacy has a useful web site for drug/health information
- Pharmacy has a useful web site to order refills
- Pharmacy website helps me save money on prescriptions

Overall preventive/wellness services

- (e.g., tests, screening, counseling, training)
- Bone density (osteoporosis) testing and screening
- Breathing problems (e.g., Asthma/COPD) treatment counseling
- Cholesterol testing and screening
- Diabetes treatment counseling and training
- Flu/pneumonia shots
- In-store blood pressure testing and screening

Overall pricing and insurance issues

- Pharmacy accepts my insurance card with no problem
- Pharmacy helps with insurance problems
- Prescription drug prices
- Prices for non-pharmacy products I purchase

Overall professional services

- Ability to get information about my medication/avoid side effects
- Ability to speak to pharmacist with questions or concerns
- Getting the brand, dose and amount of drug I expected
- Pharmacists are available to advise me about my condition
- Pharmacists are friendly and courteous
- Pharmacists coordinate my care with my doctor/others
- Pharmacists give advice on non-prescription/herbal products
- Pharmacists give clear instructions about my prescriptions
- Pharmacists understand my condition
- Pharmacy has my prescriptions in stock when I need them
- Pharmacy protects the privacy of your health information
- Pharmacy provides information on health conditions
- Pharmacy provides personalization of care (e.g., patient profile)
- Prescriptions are clearly labeled and easy to read and understand
- Prescriptions are accurately filled
- Store employees answer questions and solve problems
- Store employees are courteous and helpful

Overall store services

- Beauty, cosmetic and personal care product selection and availability
- Feeling safe and secure while shopping and filling prescriptions
- Film and film developing
- Food/grocery product selection and availability
- Greeting card and stationery selection and availability
- Non-prescription/OTC healthcare product selection and availability

Pharmacy Benefit Manager (PBM) Satisfaction Report

Pharmacy Benefit Manager (PBM) Reports include member demographics, number of prescriptions filled and refilled by method, prices paid for prescriptions, out-of-pocket monthly spending on prescriptions, non-prescription/OTC products, and more.

- AARP
- Aetna
- Argus
- Bioscript
- Caremark
- Catalyst Rx
- Conn. General Life
- Coventry
- Employee Health Insurance Management (EHIM)
- Epic
- Express Scripts
- FutureScripts
- Personal Choice
- Health Net
- Humana
- Innoviant, Inc.
- Kaiser Permanente
- Kroger Managed Prescription Drug Plan
- Medco
- National Medical Health Card/Pharmaceutical Care Network
- Navitus Health Solutions
- PharmaCare/EHS
- Precision Rx
- Prescription Solutions
- Prime Therapeutics
- Regence Rx
- Rite Aid Health Solutions
- RxAmerica
- RxPRIME (CIGNA)
- United Pharmacy Management
- Walgreens Health Initiatives
- WellPoint Pharmacy Management

PBM Issues (Importance and Satisfaction)

- Ability of PBM reps to answer questions and solve problems
- Ability to get the prescribed medication you expected
- Availability of participating pharmacies
- Coordination of care between the plan, pharmacy and my doctor
- Easy to understand benefit and coverage information
- Information provided to me about condition/illness
- Information provided to me about my medication(s)
- Internet site for accessing records and ordering refills
- Notification of changes to plan and drug coverage
- Out of pocket costs for prescription drugs
- Overall coverage for generic prescriptions
- Overall coverage of brand name medications
- Overall coverage of mailed/home delivery prescriptions
- Overall coverage of non-prescription/OTC medications
- Overall coverage of retail pharmacy prescriptions
- The ease and ability of getting prescriptions filled and refilled
- Timeliness of receiving plan materials (i.e., drug card, brochures)
- Overall satisfaction, loyalty, and recommendations
- Personalization of care
- Understand my condition
- Overall satisfaction, Likelihood of re-enrolling and recommending plan to a friend or relative.

Demographics and Utilization

- Age
- Computer ownership
- Education
- Employment
- Ethnicity
- Gender
- Geographic divisions
- Health status
- Home ownership
- Household designation
- Household Income
- Household size
- Internet access
- Lifestage
- Marital status
- Market size
- Residential setting
- Primary care physician visits
- Specialty physician visits
- Dentist visits
- Out-patient/clinic hospital visits
- In-patient hospital visits
- Calls to health plan office administration
- Calls to nurse
- Number of new prescriptions filled
- Number of prescription refills filled
- Number of different medications filled
- Number of pharmacy visits

Health Insurance/MCO Satisfaction Report (Available by Type/Sponsor, Plan and Market)

Covers the top Health Insurance plans and includes importance and satisfaction ratings for medical care, medical treatment satisfaction, prescription drug benefits, preventive care, and more.

- AARP
- Accordia
- Aetna
- Altius
- AmeriHealth
- AultCare
- AvMed
- Beechstreet
- BlueCross/BlueShield
- Care Choices
- CIGNA
- Coventry
- Dean Health Plan
- Fallon Community HP
- First Choice
- Federal Employee/FEHBP
- First Choice
- First Health/CCN
- Great West Life
- Group Health Coop (GHC)
- Group Health Inc. (GHI)
- Group Health Plan (GHP)
- Harvard Pilgrim
- Health Alliance Plan
- Health Choice
- Health Net
- HealthPartners
- Health Plan of Nevada
- HIP
- Humana
- Intermountain Healthcare
- Kaiser Permanente
- Lovelace Health Plan
- MAMSI
- Mass Health
- Medica
- Medical Mutual
- Medicaid/MediCal
- Medicare
- Mercy Health Plans
- Military/TRICARE
- Mutual of Omaha
- Oxford Health Plan
- PacifiCare
- PHCS
- Preferred Care
- Preferred One
- Principal
- Providence
- QualChoice
- Secure Horizons
- SummaCare
- Tufts
- UCare Minnesota
- Uninsured
- United American
- UnitedHealthcare
- Universa Healthcare
- UPMC Health Plan
- VA
- Wausau
- WellCare
- WPS

MCO Issues (Importance and Satisfaction)

- Access and coverage of referrals to specialists
- Annual increase in insurance premiums/costs
- Choice and coverage of hospital care
- Choice and coverage of primary care doctor visits
- Claims paid in a timely and hassle-free manner
- Co-pays and deductibles
- Courteous and helpful plan representatives
- Coverage and availability of diagnostic tests and services
- Coverage of alternative therapies (e.g., acupuncture, message, etc.)
- Coverage and availability of medical treatment(s)
- Coverage of preventive care and immunizations
- Dental care coverage
- Easy to understand plan coverage
- Eye exams and vision care coverage
- Out-of-pocket cost for health care
- Overall ease and convenience of using the plan
- Overall quality of health care providers
- Overall quality of the medical care received
- Plan representatives answer questions and solve problems
- Prescription drug benefit coverage
- Overall satisfaction, Likelihood of re-enrolling and recommending plan to a friend or relative.

WilsonRx® Medicare Part D Prescription Drug Plan Report

The new WilsonRx® Medicare Part D Prescription Drug Plan Report provides valuable insights into new senior drug plans. The report helps you to understand how seniors chose their Medicare drug plan, the features of their plan that are most important, their costs savings, and overall satisfaction.

- AARP Medicare Rx
- Advantra Rx Premier
- Advantra Rx Premier Plus
- Aetna Medicare Rx Essentials
- Blue Cross MedicareRx Value
- Blue Medicare Rx Value
- CIGNATURE Rx Value Plan
- Community Care Rx Basic
- Horizon Medicare Rx
- Humana Complete
- Humana Enhanced
- Humana Standard
- Medco YOURx PLAN
- Prescription Pathway Bronze
- SilverScript
- United Health Rx Basic/PacifiCare Saver
- United Medicare MedAdvance
- Wellcare Signature

Medicare Part D Issues

- Premium
- Cost and coverage of drugs
- Coverage of drugs may need in future
- Access to preferred pharmacy
- Company I trust
- Plan mailings
- Sources of information reviewed before enrolling in plan
- Whether reach donut hole
- Cost savings on overall drug spending
- Overall Plan satisfaction

New clients in 2006/2007

- CareFirst
- Health Net
- Pinnacle Health Communications
- Prime Therapeutics
- Rite Aid Health Solutions
- SUPERVALU
- Wyeth

New in 2007

- Boehringer Ingelheim Pharmacy Satisfaction Digest & Pharmacy Satisfaction Strategizer™
- www.PharmacySatisfaction.com
- Eisai Senior Health Digest

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We do.

