

In this Issue

- 2007 National Customer Satisfaction Award Winners...page 2
- 2007 WilsonRx Health Insurance Market Report Winners...page 2
- 2007 WilsonRx Pharmacy Market Report Winners...page 3
- Google Headline...page 4
- Walgreens Health Initiatives, Rite Aid Health Solutions and Medco Score Top Honors...page 4

Insight™

is produced by

Wilson Health Information, LLC.

Wilson Health Information, LLC is a privately held company based in New Hope, PA. It is not affiliated with pharmacy chains, pharmacy benefit companies, health insurance companies or manufacturers of health and nutrition products.

Wilson Health Information, LLC
P.O. Box 253
New Hope, PA 18938

Phone: (215)862-4581
Fax: (215)862-4584
email: jim@wilsonrx.com
web: www.wilsonrx.com

© 2007 Wilson Health Information, LLC
New Hope, PA All Rights Reserved

TRICARE #1 in Health Plan Member Satisfaction for Fifth Year

Kaiser Permanente regains top HMO rating

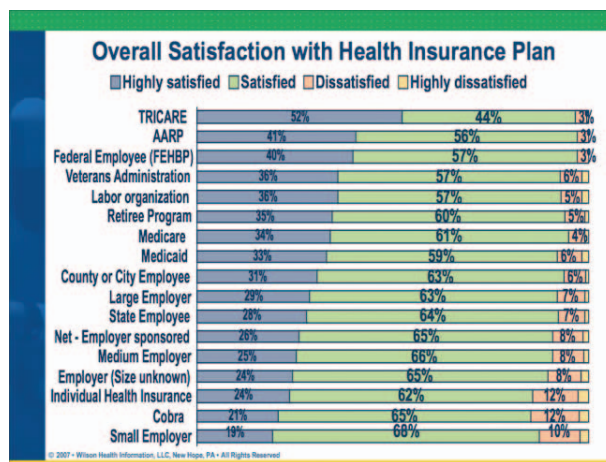
Wilson Health Information, a leading healthcare consumer insights firm, named TRICARE the highest rated Health Insurance Plan in overall satisfaction for the fifth consecutive year in the newly released 2007 WilsonRx® Health Insurance Satisfaction Survey.

Kaiser Permanente regained the #1 Health Maintenance Organization position (an HMO generally requires a Primary Care Physician and referrals to see specialists); CareFirst BC/BS is the top rated Preferred Provider Organization (a PPO is an insurance plan that generally does not limit choice of providers) and the Blue Cross Blue Shield Association plans as a group rate number one in both Point of Service (POS - requires a PCP, but provides out-of-network coverage) and Major Medical plans.

The 2007 survey, the largest of its kind, was mailed to more than 67,000 households in January and received 33,531 responses from household consumers throughout the Continental United States. Results are available for sale as national, regional, CMSA, State and more than 100 health plan specific market reports and licenses.

“We have known for years that the quality of medical care and health care providers are the pre-eminent issues for health insurance members, however, prescription drug benefit coverage, choice and coverage of primary care physicians and out of pocket costs are becoming increasingly important” said third genera-

tion pharmacist, Jim Wilson, President of Wilson Health Information. “TRICARE members rated their prescription drug benefit and the quality of their medical care highest in



importance and satisfaction among the 20 health insurance issues rated. “This may help to explain their consistent overall #1 ratings”, said Wilson. The report also includes plan ratings on 20 Pharmacy Benefit Management issues.

In the 37 markets evaluated, first time winners included Intermountain Healthcare (IHC) in Utah, UPMC Health plan in Pittsburgh, Group Health Cooperative in Seattle, Carefirst BC/BS in Washington DC and Virginia, Tufts Health Plan in Boston and Health Alliance Plan (HAP) in Detroit. Multiple market winners include: Humana, Kaiser Permanente, UnitedHealthCare, Aetna and BC/BS plans. Visit our full list of regional and national winners. •

2007 National Customer Satisfaction Award Winners

| Type | Winner |
|---|-------------------------------------|
| National Health Insurer | TRICARE |
| Health Maintenance Organization (HMO) | Kaiser Permanente |
| Preferred Provider Organization (PPO) | CareFirst BC/BS |
| Point-of-Service (POS) Plan | Blue Cross Blue Shield |
| Major Medical Plan | Blue Cross Blue Shield |
| Overall Pharmacy | Good Neighbor Pharmacy |
| Wholesaler Franchise/ Cooperative Pharmacy | AmeriSource Bergen (ABC)* |
| National Chain Drug | Walgreens Pharmacy |
| Supermarket Pharmacy | Publix ¹ |
| Mass/Discount Pharmacy | Target |
| Mail Order Pharmacy | Medco ^{1&2} |
| Mail Order Pharmacy | Prescription Solutions ² |
| Mail Order Pharmacy | Caremark ² |
| Pharmacy Benefit Manager | Walgreens Health Initiatives (WHI) |
| PBM Satisfaction Index ³ | Rite Aid Health Solutions (RAHS) |
| Medicare Part D Prescription Drug Plan (PDP) | MemberHealth™'s CCRx |

* Good Neighbor & Family Pharmacy

1. Multiple year winner

2. Tie

3. A calculated mean score of the 20 PBM attributes measured



2007 WilsonRx Health Insurance Market Report Winners

| Metro Markets | Health Insurance Carrier |
|---------------|-------------------------------|
| Atlanta | Kaiser Permanente |
| Baltimore | UnitedHealthcare |
| Boston | Tufts Health Plan |
| Chicago | BC/BS of Illinois |
| Cincinnati | Aetna |
| Cincinnati | Humana |
| Cleveland | Kaiser Permanente |
| Dallas | Aetna |
| Denver | Kaiser Permanente |
| Detroit | Health Alliance Plan (HAP) |
| Houston | UnitedHealthcare |
| Kansas City | Humana |
| Los Angeles | Kaiser Permanente |
| Miami | Humana |
| Minneapolis | Ucare Minnesota |
| New York | HIP - Health Plan of New York |
| Philadelphia | Independence Blue Cross |
| Phoenix | CIGNA |
| Pittsburgh | UPMC Health Plan |
| Portland | Kaiser Permanente |
| San Francisco | Kaiser Permanente |
| Seattle | Group Health Cooperative |
| St Louis | BC/BS of Missouri |
| Washington DC | CareFirst BC/BS |

| State Markets | Health Insurance Carrier |
|----------------|--------------------------------|
| Arkansas | UnitedHealthcare |
| Kentucky | Anthem |
| Louisiana | UnitedHealthcare |
| New Mexico | Presbyterian Health Plan |
| North Carolina | BC/BS of North Carolina |
| Oklahoma | BC/BS of Oklahoma |
| South Carolina | UnitedHealthcare |
| Tennessee | UnitedHealthcare |
| Utah | Intermountain Healthcare (IHC) |
| Virginia | CareFirst BC/BS |
| Wisconsin | Dean Health Plan |

2007 WilsonRx Pharmacy Market Report Winners

| Metro Markets | Pharmacy |
|---------------|---------------------------|
| Atlanta | Publix Pharmacy |
| Baltimore | CVS |
| Boston | Brooks/Eckerd |
| Chicago | Walgreens |
| Cincinnati | Walgreens |
| Cleveland | Walgreens |
| Dallas | Walgreens |
| Denver | Kroger - Kings Soopers |
| Detroit | Walgreens |
| Houston | Kroger |
| Kansas City | Walgreens |
| Las Vegas | Walgreens |
| Los Angeles | Walgreens |
| Miami | Publix Pharmacy |
| Minneapolis | Walgreens |
| New York | Pathmark |
| Philadelphia | CVS |
| Phoenix | CVS |
| Pittsburgh | Brooks/Eckerd |
| Portland | Kroger - Fred Meyer |
| San Francisco | Walgreens |
| Seattle | Bartell Drug |
| St Louis | Schnuck's Market Pharmacy |
| Washington DC | CVS |

| State Markets | Pharmacy |
|----------------|-----------------------|
| Arkansas | USA Drug |
| Indiana | CVS |
| Kentucky | Kroger |
| Louisiana | Walgreens |
| Minneapolis | Fred's |
| New Mexico | Walgreens |
| North Carolina | Kerr Drug |
| Oklahoma | Walgreens |
| South Carolina | Walgreens |
| Tennessee | Kroger |
| Utah | Smith's Food and Drug |
| Virginia | CVS |
| Wisconsin | ShopKo Pharmacy |

REPORT PURCHASE AGREEMENTS

Companies interested in gaining competitive intelligence and insight, may purchase reports in their specific areas of interest such as pharmacy, PBM and MCOs or in specific disease treatments for more than 50 medical conditions. Each report requires a signed report purchase agreement for internal use.

Licenses may cover reports on disease categories for which separate studies are commissioned. Customers requesting specially designed studies have the economic advantage of benefiting from the ability of WilsonRx® to target households for which there is prior knowledge of diseases and treatments and/or use of competitive pharmacies or plans.

Report Licenses are priced according to the project specifications.

AWARD LICENSES

Many winners of WilsonRx® Annual Awards have found value from promoting their accomplishments in advertising campaigns of various forms (See Award Samples at www.wilsonrx.com/awards_license_samples.htm).

Award Winners are required to purchase a Report to substantiate any promotional claims and a license to use the information in promotion. Licenses are accompanied by a Power Point Slide Report that provides important competitive and market intelligence which help to identify strengths and weaknesses and to guide strategic client decisions.

Licenses are issued for Overall Satisfaction winners, as well as for Attribute Winners in the following areas:

- Pharmacy, Pharmacy categories, National and Pharmacy Markets
- National Mail Order pharmacy
- National Pharmacy Benefit Manager (PBM)
- Health Insurer, Health Plan categories, National and Health Insurance Markets

License Agreements are offered for Award Promotion at the following levels:

Limited Use License – Includes internal use of the Report and a limited license to issue a press release and use “top rated” promotional claims as they become published by Licensor for a fee determined by the nature and scope of the licensed claims. Examples of limited use application include: press releases, announcements from the company president to employees and purchase of award trophies from WilsonRx® for placement in stores and trophy cases.

Level Two Promotional License – Includes promotional use of the licensed content limited to non-media promotions during the License Term for a fee determined by the nature and scope of the licensed claims. Examples of level two license applications include internally produced brochures, flyers and signs.

Full Promotional License – Includes full promotional use of the licensed content in all forms of print and electronic media during the License Term for a fee determined by the nature and scope of the licensed claims. Examples of full promotional license applications include: radio, television, newspaper, bill boards, web sites, etc.

CUSTOM LICENSES

Customized Promotional and Publication Licenses are also available for company publications and/or using the WilsonRx® identity in marketing programs to support disease awareness and treatment counseling.

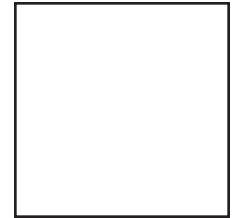
Licenses may cover reports on disease categories for which separate studies are commissioned. Customers requesting specially designed studies have the economic advantage of benefiting from the ability of WilsonRx® to target households for which there is prior knowledge of diseases and treatments and/or use of competitive pharmacies or plans.

Report Licenses are priced according to the project specifications.



Wilson Health Information, LLC

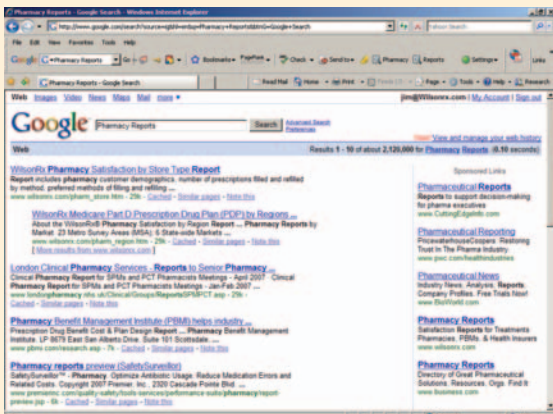
P.O. Box 253, New Hope, PA 18938-0253



Searching for Satisfaction Reports?

Look no further than to Wilsonrx.com. Recent Google™ searches for Pharmacy, PBM, or Health Insurance Satisfaction reports returned WilsonRx® Satisfaction Reports #1 out of more than 2 million pages.

Whether you are looking for Pharmacy, PBM, Health Insurance or Medical Treatment Satisfaction Reports, WilsonRx is #1! •



Walgreens Health Initiatives, Rite Aid Health Solutions, Caremark, Prescription Solutions and Medco Score Top PBM Honors

Wilson Health Information has named Walgreens Health Initiatives (WHI), a Walgreens company (WAG) the highest rated PBM nationally in overall member satisfaction among the eighteen major PBMs evaluated in the 2007 WilsonRx® PBM Member Satisfaction Survey.

For the second consecutive year, Rite Aid Health Solutions (RAHS), a Rite Aid Company (RAD), is rated #1 based upon the PBM satisfaction index which is a calculated mean score of the 20 PBM attributes measured.

Medco (MHS) ties for the top rated mail order pharmacy with Caremark (CVS) and Prescription Solutions. This is the sixth straight #1 year for Medco's Mail Order Pharmacy which also has the highest rated PBM website for the past five years.

WHI is top rated in several satisfaction measures including: overall coverage of retail prescriptions, information provided about medications (tie), coverage of branded and generic medications and overall satisfaction. RAHS is number one in satisfaction with coordination of care between the plan, pharmacy and doctor; easy to understand benefit and coverage information; out-of-pocket costs for prescription drugs; PBM representatives' ability to answer questions, solve problems and understand my condition; and the likelihood of recommending current pharmacy benefit plan to a friend or relative. •