

## WilsonRx® Finds TRICARE #1 .. Again

**W**ilsonRx® names TRICARE the top rated Health Insurance Carrier in overall member satisfaction for the sixth consecutive year in the 2008 WilsonRx Health Insurance Satisfaction Survey™. TRICARE also rates highest in more than 50 health insurance and pharmacy benefit importance and satisfaction topics presented in the report.

The report contains member importance and satisfaction ratings on more than 60 coverage, quality, cost, delivery of services and overall satisfaction measures for the largest health insurance carriers including: Aetna, Blue Cross Blue Shield (BCBS)\*, CIGNA, Coventry, Health Net, Humana, Kaiser Permanente, Medicaid, Medicare, TRICARE, United Healthcare, and the Veteran's Administration.

"Among the leading health insurers evaluated, TRICARE is the #1 rated carrier in overall health insurance satisfaction and loyalty measures. TRICARE's results continue to

be impressive year after year," said Jim Wilson, President of Wilson Health Information. Other top rated carriers include Kaiser Permanente, the Veterans Administration and the Federal Employee BCBS. "I am personally pleased to see that the men and women in the armed services who put their lives on the line for our country are being treated to the most satisfying health insurance this country has to offer," said Wilson. To read more, visit [www.tricare.mil/Transparency/wilsonsurvey.aspx](http://www.tricare.mil/Transparency/wilsonsurvey.aspx)



WilsonRx Names TRICARE #1 National Health Insurer for the 6th consecutive year.

The 2008 WilsonRx Health Insurance Satisfaction Report is based upon the responses of 31,248 household health care decision makers with health insurance coverage. The report compares the leading health insurance carriers and plan sponsors and can be ordered nationally, by census region, division, state or metro market area.

Call Jim Wilson at (215) 862-4581 for more information or visit [www.wilsonrx.com](http://www.wilsonrx.com). •

### WilsonRx names Jim Granato Vice President of Sales and Marketing



Jim Granato recently joined WilsonRx as VP of Sales and Marketing bringing a broad range of healthcare brand marketing in trade publishing and electronic media to the WilsonRx team. "Jim's extensive experience as publisher of *Pharmacy Times* and background in launching major publications will be a valuable asset to the WilsonRx team," said Jim Wilson, President of Wilson Health Information. *Jim Granato can be reached at: (908) 693-6069. •*

### WilsonRx launches 2009 Healthcare Satisfaction Survey

WilsonRx is pleased to announce the launch of the 2009 WilsonRx Health Care Satisfaction Survey™ covering Health Insurance, Pharmacy Benefit, Pharmacy and Medical Treatment Satisfaction among a national sample of household health care decision makers and shoppers. *Call Jim Wilson at (215) 862-4581 or Jim Granato at (908) 693-6069 to discuss your needs or order your report today. •*

## THE WILSONRX® PRESCRIPTION PAD



**CHANGE.** The theme of the recent presidential election and also what we're now facing in these unprecedented times. During these times of opportunity, how you deal with change will determine whether your customers will keep coming back to your pharmacy, reenroll in your plan or take their business elsewhere. It is increasingly critical to have your decisions be informed ones.



Today, consumers are participating in their healthcare decisions more than ever before and the viability of your business depends on their satisfaction. We at WilsonRx are dedicated to providing you with the unique information that your business needs to gauge satisfaction, make corrective decisions if needed, and promote the satisfaction of your existing customers.

Since 2000, the WilsonRx satisfaction reports have kept pace allowing you to respond and compete in this dynamic marketplace. The WilsonRx Satisfaction Reports help you identify what is important to your customers and measure their levels of satisfaction not only for your business but with your competitors. As we look ahead to the next 10 years, we're expanding our organization to meet new growth opportunities and to better serve you, our valued customers.

As always, I'd love to hear from you — (215) 862-4581 or [jim@wilsonrx.com](mailto:jim@wilsonrx.com). •

**Jim Wilson, R.Ph, MBA, President**

## Insight™

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## Who is WilsonRx?

Since the year 2000, WilsonRx has surveyed nearly 200,000 health care consumer decision makers and shoppers. The annual WilsonRx Healthcare Satisfaction Survey provides comprehensive coverage of important consumer ratings or their pharmacy, pharmacy benefit, health insurance and medical treatments. Health Insurers, Pharmacy Benefit Managers,

Pharmacies and Pharmaceutical Companies license the use of this information in order to gain competitive insights, identify strengths and weaknesses and uncover unmet market needs. Each report is customized to meet the unique needs of each client.

*Contact us today to find out how we can help you use our insight to your advantage: email us at [info@wilsonrx.com](mailto:info@wilsonrx.com)*



## How Well Do You Know the Diabetes Sufferer?

According to new research available from the WilsonRx Diabetes Treatment Satisfaction Report™ prevalence rates for diabetes between 2001 and 2008 have increased sharply from 16% of responding households to nearly one out of every four households having one or more family members with diabetes. Yet, during this same time, despite the introduction of many new therapies and monitoring systems overall treatment satisfaction rates have *declined* indicating many unmet needs of the diabetes patient. To better understand patients with diabetes, WilsonRx analyzes households with diabetes, then designed and fielded a follow-up survey to determine treatment perceptions such as how the patient discovered their condition, symptoms experienced, types of tests done, target goals and other important patient care perceptions. These include medication side effects, patient satisfaction with specific treatments, satisfaction with monitoring systems and much more. Call today to learn more about purchasing the report or a unique publication licensing opportunity. The WilsonRx Diabetes Treatment Satisfaction report contains treatment satisfaction with specific treatments, testing systems, health insurers, PBMs, Pharmacies and much more.

The WilsonRx Diabetes Treatment Satisfaction Report can provide you with unique competitive insights required to meet the needs of the Diabetes household. The report will help in your strategic planning, gain access to key customers, information on competition and much more. *Visit [www.wilsonrx.com](http://www.wilsonrx.com) or call Jim Wilson at (215) 862-4581 or Jim Granato at (908) 693-6069 to learn more about the report and for information about licensing the report for publication.* •

## Health Mart #1 in Overall Pharmacy Satisfaction

Health Mart, the leading nationwide franchise of 2000 independently-owned pharmacies, outperformed all other pharmacy chains evaluated throughout the U.S. in the 2008 WilsonRx survey of 34,454 pharmacy customers. In



addition to securing the highest overall customer satisfaction score, Health Mart also rates #1 in many of the pharmacy specific satisfaction measures including professional services, prescriptions accurately filled and personalization of care.

The WilsonRx Pharmacy Satisfaction Reports™ provides vital insights that allow pharmacies to determine how they perform versus the competition. The WilsonRx healthcare survey measures and reports more than 50 importance and satisfaction measures. “In earning the Number One spot for customer satisfaction in the 2008 WilsonRx Pharmacy Satisfaction survey, it’s clear that the nearly 2,000 Health Mart pharmacies across the U.S. exemplify an unmatched commitment to best-in-class patient care every day,” said Tim Canning, President, Health Mart. •

## Community CCRx<sup>SM</sup> rated #1 Medicare Part D Plan

Member Health’s Community CCRx<sup>SM</sup> is the highest rated Medicare Part D plan in overall member satisfaction for the second year in a row according to the 2008 WilsonRx Healthcare Satisfaction Survey Report on Medicare Part D plans. CCRx also rates highest in reenrollment and recommendation intentions as well as in twenty four out of twenty nine Pharmacy Benefit Management importance and satisfaction categories contained in the report. “We believe our philosophy of helping beneficiaries save money and stay connected with their pharmacist for more complete care is what makes our plans successful and helped Community CCRx’s Medicare Part D Plan achieve the highest customer satisfaction rating in the 2008 WilsonRx® Survey,” says John Wardle, president of Universal American Medicare Part D.

Information contained in WilsonRx Medicare Part D Satisfaction Report™ provides valuable insights that identify what Part D plan members consider important, their satisfaction levels, as well as other key parameters that help attract and retain members. The report evaluates the leading Medicare Part D plans evaluated across 32 PDP markets based upon a sample of 3,470 Medicare Part D plan members. •

### WilsonRx® Unveils New Sponsorship Opportunities

WilsonRx is seeking companies wishing to license the exclusive right to publish results from the WilsonRx Health Care Satisfaction Survey. The WilsonRx Satisfaction Digest Reports contain consumer importance and satisfaction ratings for the leading pharmacies, pharmacy benefit managers, health insurers and treatments as well as other valuable consumer insights such as prescription utilization, adherence and information sources. Report Sponsorship helps companies increase their recognition as a market leader by providing valuable unique consumer insights into important health care topics.

Companies wishing to license exclusive WilsonRx reports on consumer perceptions in order to help gain access to senior decision makers by providing unique market insights should contact WilsonRx today by calling Jim Wilson at (215) 862-4581 or Jim Granato at (908) 693-6069. •

## Prescription Solutions rated #1 Pharmacy Benefit Manager

Prescription Solutions is the highest rated Pharmacy Benefit Manager (PBM) nationally in overall member satisfaction among the nation’s largest PBMs; The WilsonRx PBM



A UnitedHealth Group Company

report categorizes PBMs according to the relative household share of each PBM, a reflection of the

number of members covered in each plan. RegenceRx is top rated among all Mid-sized PBMs, and Rite Aid Health Solutions is #1 among the third tier PBMs.

The WilsonRx PBM satisfaction Report is based on 26,697 household survey respondents who reported Pharmacy Benefit coverage. The report analyzes thirty importance and satisfaction ratings by members of more than twenty leading PBMs. According to the report, Prescription Solutions members report the highest overall member satisfaction ratings in addition to overall medication costs, annual increases in premiums/costs and out-of-pocket costs for prescription drugs. “Prescription Solutions is proud to be recognized once again for our commitment to the highest level of customer service,” said Edward M. Feaver, Pharm.D., president of Prescription Solutions. “Our combination of cutting-edge automation, diligent clinical oversight, and proactive personal service enables us to achieve these high levels of customer satisfaction and reach our goal of helping members use their drug benefits safely and effectively.”

Prescription Solutions Mail Service Pharmacy also receives the #1 satisfaction rating among the leading mail order/online pharmacies evaluated in the 2008 WilsonRx Mail Order/Online Pharmacy Satisfaction Report. The report is based upon 6,273 mail order pharmacy customer respondents and compares the leading mail order/online pharmacies.

The WilsonRx PBM and Mail Order Satisfaction Reports tell the story of Prescription Solutions’ success in leading these categories in customer satisfaction. Each of the reports can help PBM executives by providing valuable competitive and market intelligence using the WilsonRx Satisfaction Reports. •

## COMING SOON SatisfactionDigest.com

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*All new competitive insights and analysis available — call today!*

Learn more about the  
2009 WilsonRx® Health Care  
Satisfaction Survey at  
[www.wilsonrx.com](http://www.wilsonrx.com)



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Do **YOU**  
know  
what it takes to  
satisfy  
her?

**We do.**