



CCRx Moving Ahead



BY NOW MOST OF YOU KNOW that MemberHealth Inc., our partner in developing Community Care Rx (CCRx), is being acquired by Universal American Financial Corp. (Universal American) of Rye Brook, New York. NCPA strongly supports the transaction, which we view as a validation of CCRx's pharmacist-focused health care model that promotes the value of pharmacy in reducing costs and improving care.

Universal American is a publicly traded, specialty health and life insurance holding company. Through its family of companies, Universal American offers a broad array of health insurance and managed care products primarily to the senior population, including Medicare Advantage and Medicare Supplement plans.

"...a prescription drug plan that aligns the common interests of patients, pharmacists, payers, and the plan's sponsor."

From the beginning, NCPA has collaborated with MemberHealth to create a prescription drug plan that aligns the common interests of patients, pharmacists, payers, and the plan's sponsor. The result was MemberHealth CCRx—with community pharmacists as its driving force and key supporters.

As a result, MemberHealth became the fourth largest Medicare PDP in its first year, currently serving more than 1.1 million Medicare Part D beneficiaries. Furthermore, patients appreciate and believe in CCRx, recently ranking it No. 1 for customer satisfaction among Part D providers in a survey conducted by Wilson Health Information.

The model for CCRx's success will not be abandoned as a result of this announcement. In fact, it's our opinion that CCRx is one of the compelling ingredients that made the MemberHealth acquisition so attractive.

NCPA's role in CCRx will continue just as it did with MemberHealth.

MemberHealth and Universal American have made a strong commitment to us that community pharmacists will continue to play a significant role in the overall health care of their patients. They anticipate rolling out new plans and services, allowing even more seniors—and community pharmacies—to benefit from a pharmacy-driven business approach.

CCRx will continue its "Welcome to CCRx" medication reviews, medication therapy management, generic incentive program, and its 90-days at retail emphasis. The MemberHealth and NCPA Advisory Board initiatives also will continue.

Not only is this transaction a validation of what CCRx is and what we along with MemberHealth have done, it represents a tremendous opportunity for our community pharmacies and the patients we serve.

We are truly excited about this acquisition and look forward to sharing with you in the future news on the new opportunities we believe it will create for your patients and your pharmacy business.

[Community Care Rx (CCRx) operates as Community Pharmacists Care Rx in Oklahoma.] ap

Bruce Roberts, RPh
NCPA Executive Vice President & CEO