



Consumerism in HealthCare

The Role of Pharmacy

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RxSavings
Solutions

Confusion



Atorvastatin, 20mg #90
Zip code: 66210



2015 Cost of Care

3.2

Trillion Dollars

\$36,000



Out-of-pocket cost for a
family of four

What do you get for \$3.2 Trillion



\$211B



Microsoft \$358B



\$373B



ExxonMobil \$390B



\$738B



Walmart \$276B

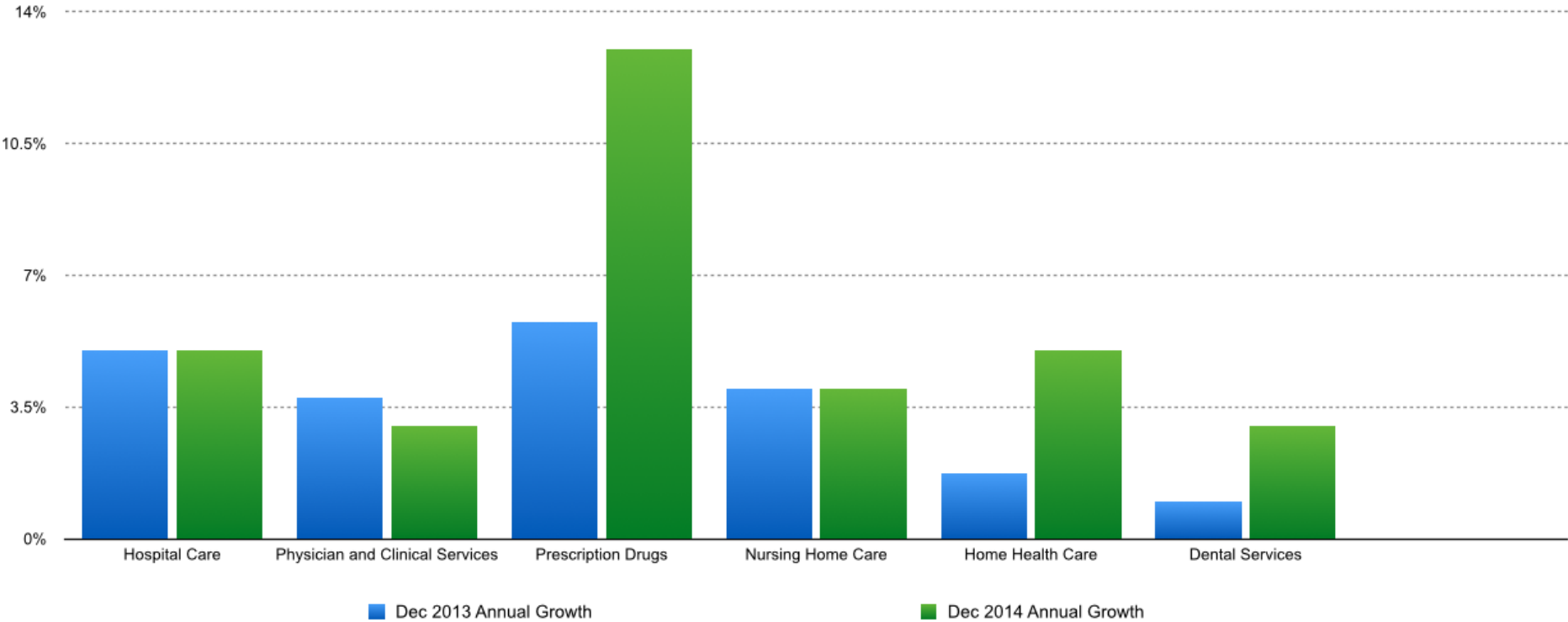


\$252B

And still have \$600B!

Unmet Market Need

Health Spending Year-Over-Year Growth



Source: Alatum monthly national health spending estimates

Unmet Market Need

Rx Spending (In Billions)



Source: Centers for Medicare & Medicaid Services, Office of the Actuary, National Health Statistics Group.

¹Total expenditures equals the sum of out of pocket, health insurance, and other third party payers

Cost and Quality

Zeroing In on Common Starting Points to Develop Care Management Competencies

Common Next-Generation CI Initiatives Applicable Across Populations



Reduce use of unnecessary high-tech imaging studies

ED

Minimize avoidable emergency department utilization



Increase adherence to standard order sets and care protocols



Enhance patient access to primary care services



Improve physician-to-physician referral communication



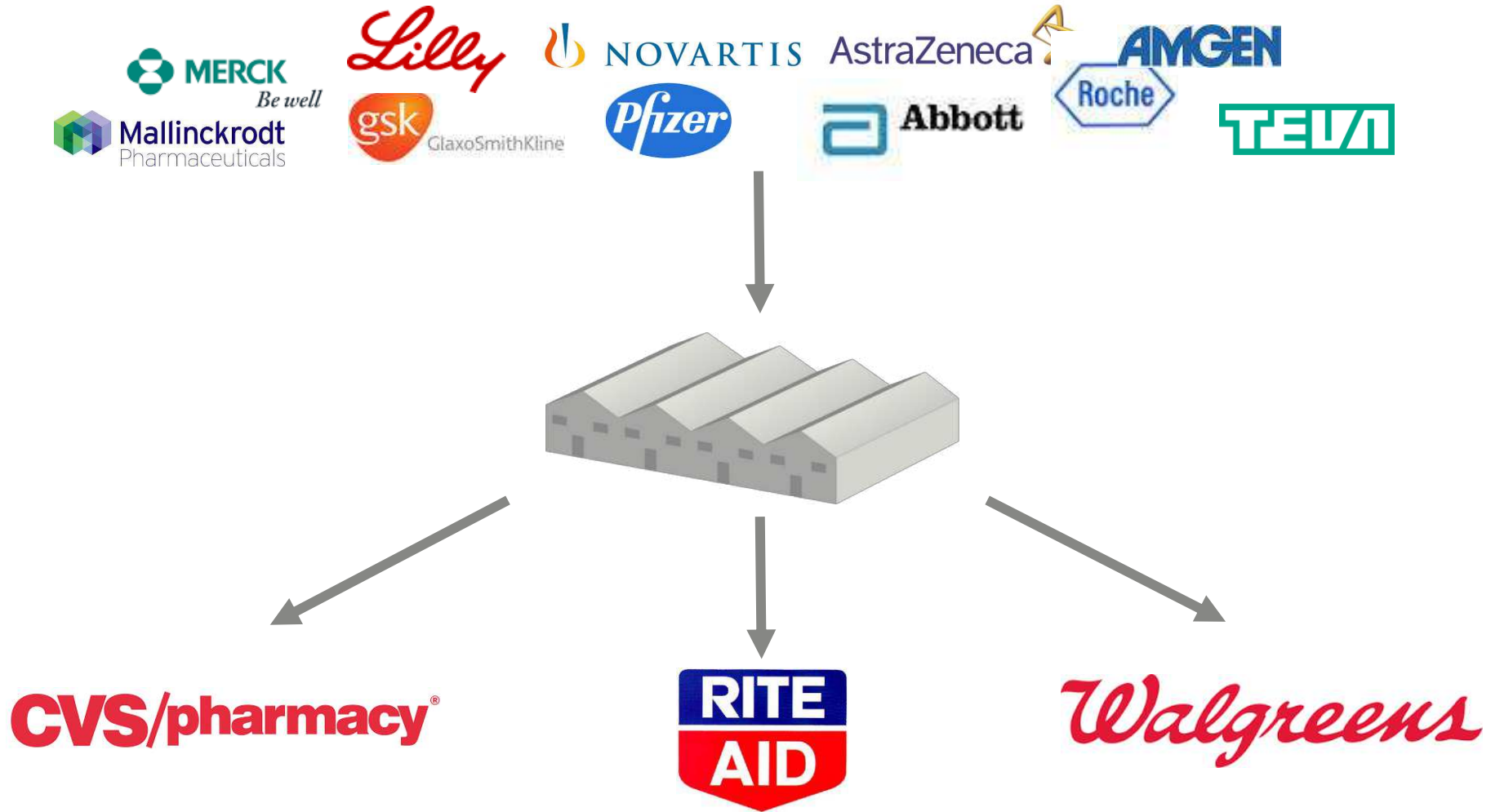
Increase use of generic medications

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Cost and Quality



Cost and Quality

Until now we could only control costs using the following macro-view measures.

- 1) Pricing- AWP and MAC
- 2) Generic Substitution/Utilization
- 3) Rebates
- 4) Mail Service
- 5) Cost-Sharing
 - copays
 - coinsurance



Consumer Awareness

Shopping for a Flight

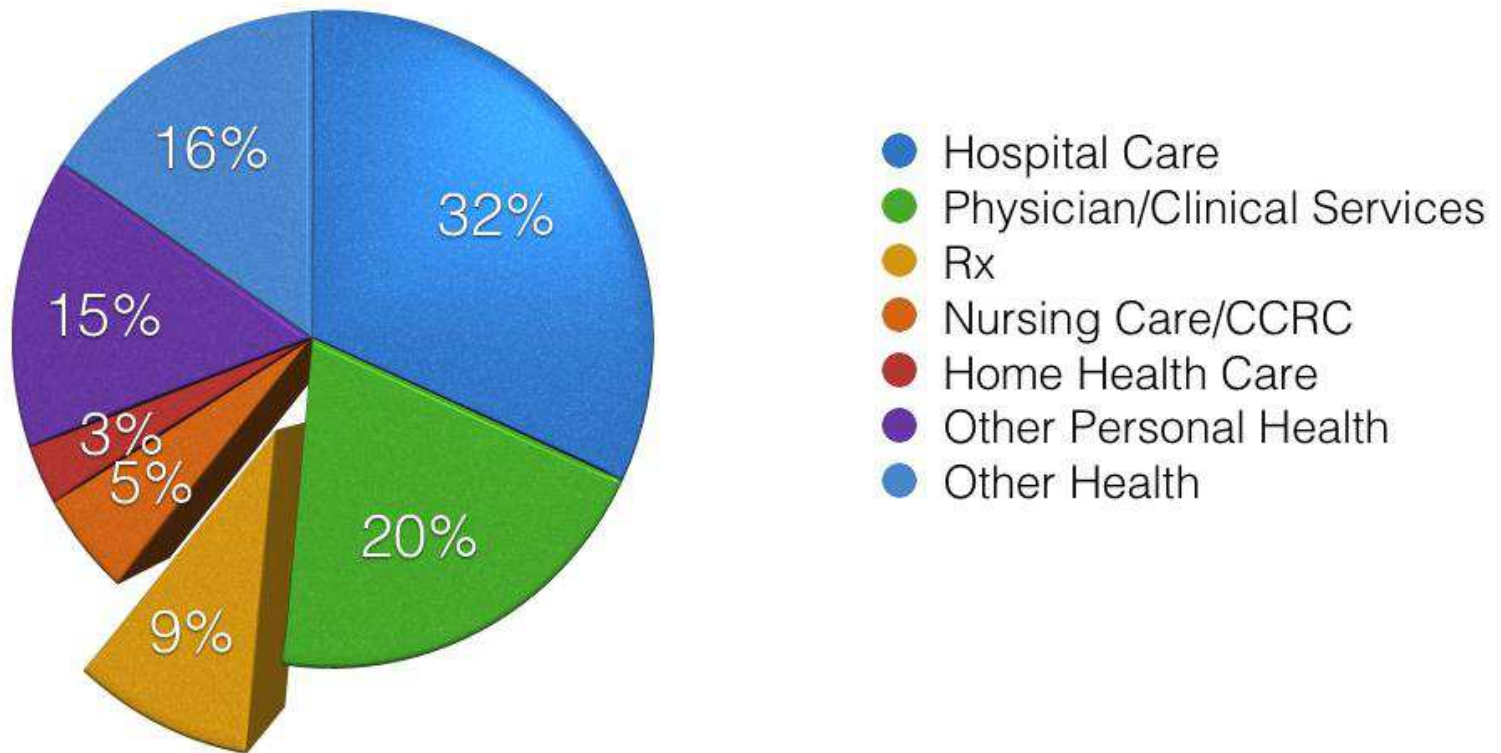


Shopping for Healthcare

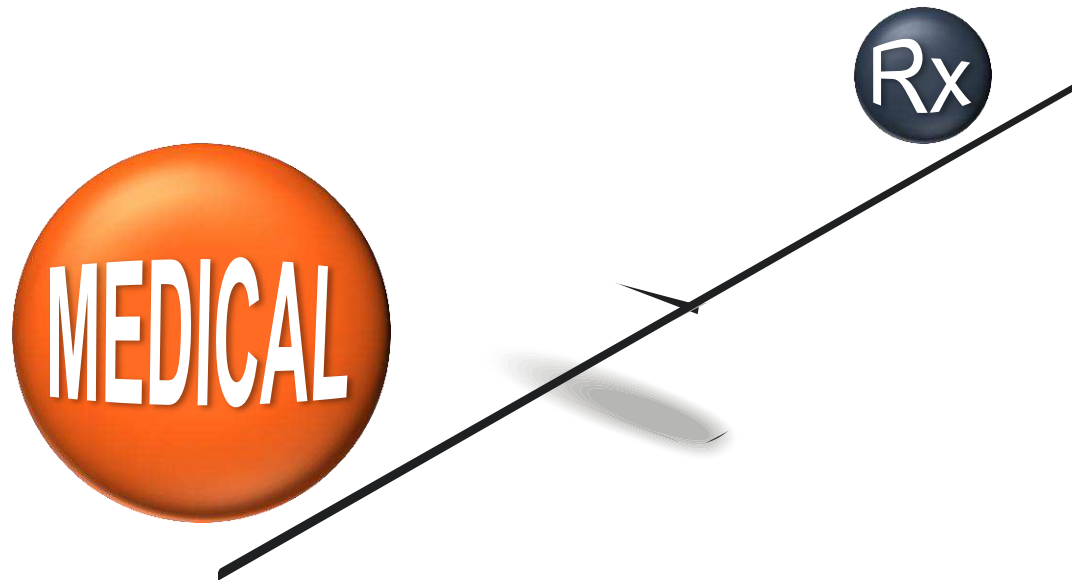


NHE Distribution

2012 NHE Distribution: \$2.8T



Current Solutions



Facts

- CMS projects an 86% increase in their annual pharmacy spend by 2020
- CDC Reports:



48.5%
at least one
Rx/month



27.7%
three or more
Rx/month



10.6%
five or more
Rx/month

How it Works



Solving the Problem

Our patented software is the only system on the market that looks for thousands of clinical recommendations, analyzes the best financial therapy for all parties, and directly notifies members on savings opportunities.

Clinical Savings

- All recommendations derived from clinical guidelines and pharmacist research
- Techniques employed by pharmacists
 - Therapeutic Alternatives
 - Drug Segregation
 - Generic Clones & Substitutions
 - Tablet Splitting
 - Dosage form interchanges

Financial Savings

- Market Competition
- Manufacturer Copay Assistance



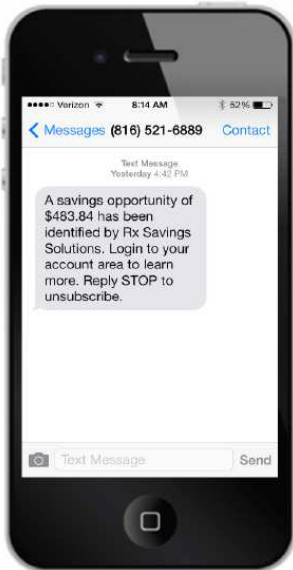
Solving the Problem

How we're helping solve the problem and encourage consumerism

1. Raise Awareness
2. Make Consumers Care
3. Relevant Tools
4. Personalize Information
5. Engagement

Reporting and Engagement

Sample SMS



Report Ready to View

Report Ready to View

Dear Jane Doe,

You have **\$483.84** in possible Savings!

Your prescription profile review has been completed by one of the Pharmacists at Rx Savings Solutions. You may access your Rx Savings Solutions account by first logging in to your employee benefits portal, then click on the "Prescription Drug Savings" icon. Once on the Rx Savings Solutions website, click the "Reports" tab.

Although your report should be kept safe, feel free to share it with your doctor(s) and other trusted caregivers as needed.

If you have any questions, email us anytime at info@rxsavingsllc.com.

Sincerely,
The Rx Savings Solutions Team

Executive Summary Report

Dear Jane Doe,
Rx Savings Solutions is a company focused on finding creative ways to save our customers money on their prescription drugs. We strive to educate, motivate and empower our users to put money back into their pockets. You are receiving this report because your company has hired us to advocate for you. The information contained within this report was either supplied by you or supplied to us from your prescription benefits company. We hope you will find this information both informative and helpful as you approach purchasing prescription medications. Contained within this personalized report you will find **cost-saving** recommendations, steps to realize those savings and useful tips. Should you have any questions regarding these suggestions, please email pharmacist@rxsavingsllc.com.

Cordially,
Rx Savings Solutions

Executive Summary

Current Medication	Current Annual Cost	Projected Annual Cost	Potential Annual Savings
NEXIUM 40MG #90	\$360.00	\$72.04	\$287.96
ESCITALOPRAM OXALATE 20MG #90	\$296.00	\$100.12	\$195.88
Total Potential Annual Savings			\$483.84

Based on the information within this report, the following pharmacies would offer a single-source solution for you:

1. Wal-Mart Pharmacy - (913) 489-3459 - 1.2 miles
2. Sams Club Pharmacy - (913) 402-1405 - 2.3 miles
3. Kmart Pharmacy - (913) 782-8080 - 3.8 miles

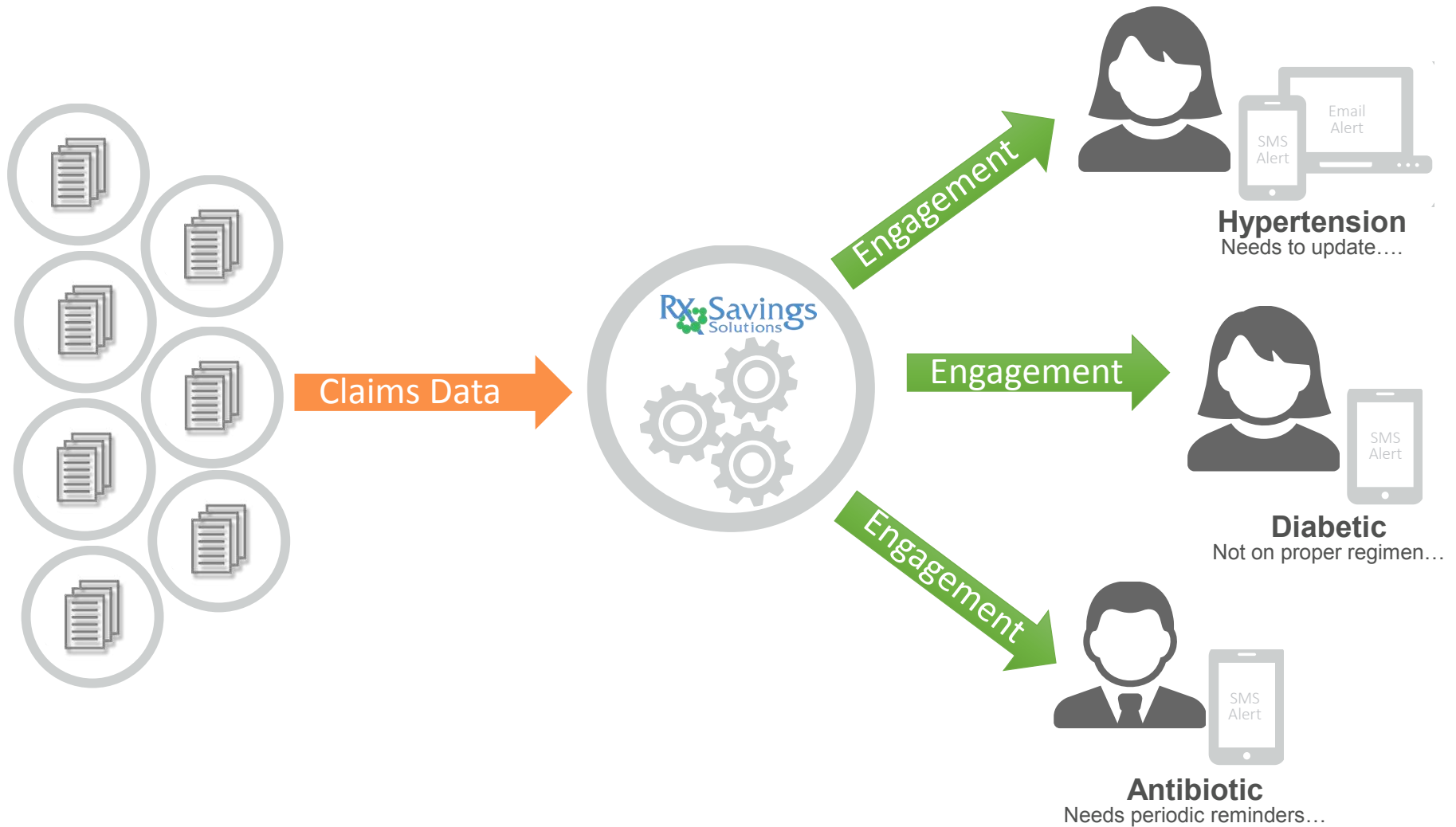
Employee Savings

	Cost to Employee	Annual Savings for Employee
Avodart	\$35 for 30	\$318.80
Atorvastatin	\$30 for 90	\$53.40
Aciphex	\$50	\$524.72
Cymbalta	\$10 for 30	\$284.28
Escitalopram	\$10 for 30	\$69.36
Pantoprazole	\$10 for 30	\$44.72
Zolpidem Tartrate	\$25 for 90	\$66.28

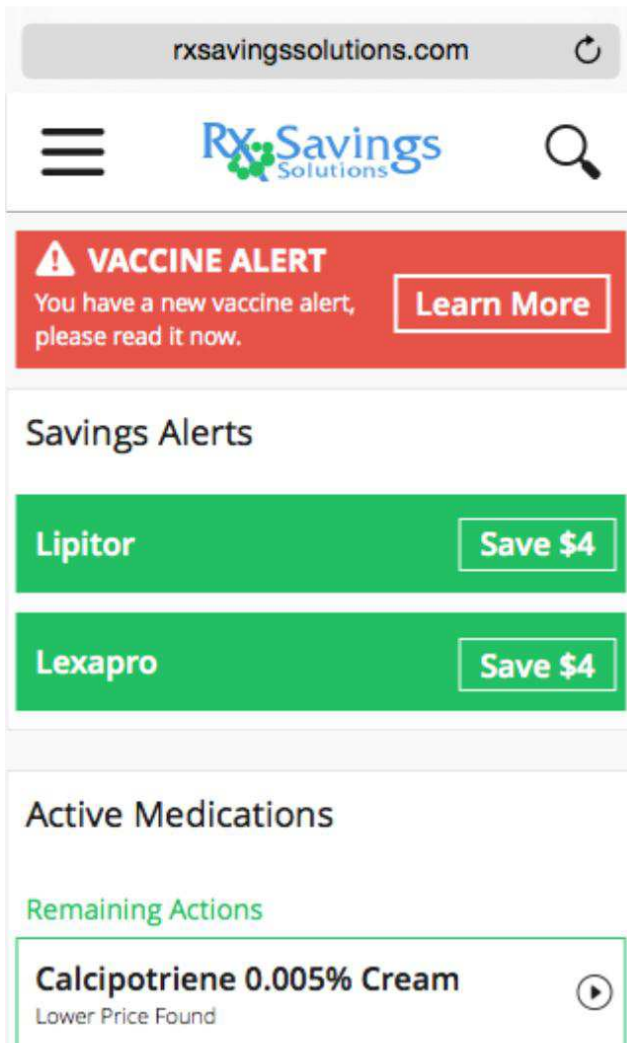
Payer Savings

	Cost to Company	Annual Savings Per Claim
Avodart	\$108.67	\$1,304.04
Atorvastatin	\$125.72	\$502.88
Aciphex	\$280.98	\$3,371.76
Cymbalta	\$190.04	\$2,280.48
Escitalopram	\$26.93	\$323.16
Pantoprazole	\$16.74	\$200.88
Zolpidem Tartrate	\$129.03	\$516.12
		TOTAL \$8,499.32

Population Health Management



Population Health Management



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VACCINE ALERT
You have a new vaccine alert, please read it now. [Learn More](#)

Savings Alerts

Lipitor [Save \\$4](#)

Lexapro [Save \\$4](#)

Active Medications

Remaining Actions

Calcipotriene 0.005% Cream [▶](#)
Lower Price Found



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Vaccine Alert

It's time for your flu shot! Flu shots are provided through your health plan at no out-of-pocket cost to you. Simply show your pharmacy card at a participating pharmacy just like you would for any prescription. They'll walk you through the process and help you fight back against the flu!

For more information about the flu, visit <http://www.cdc.gov/flu>.

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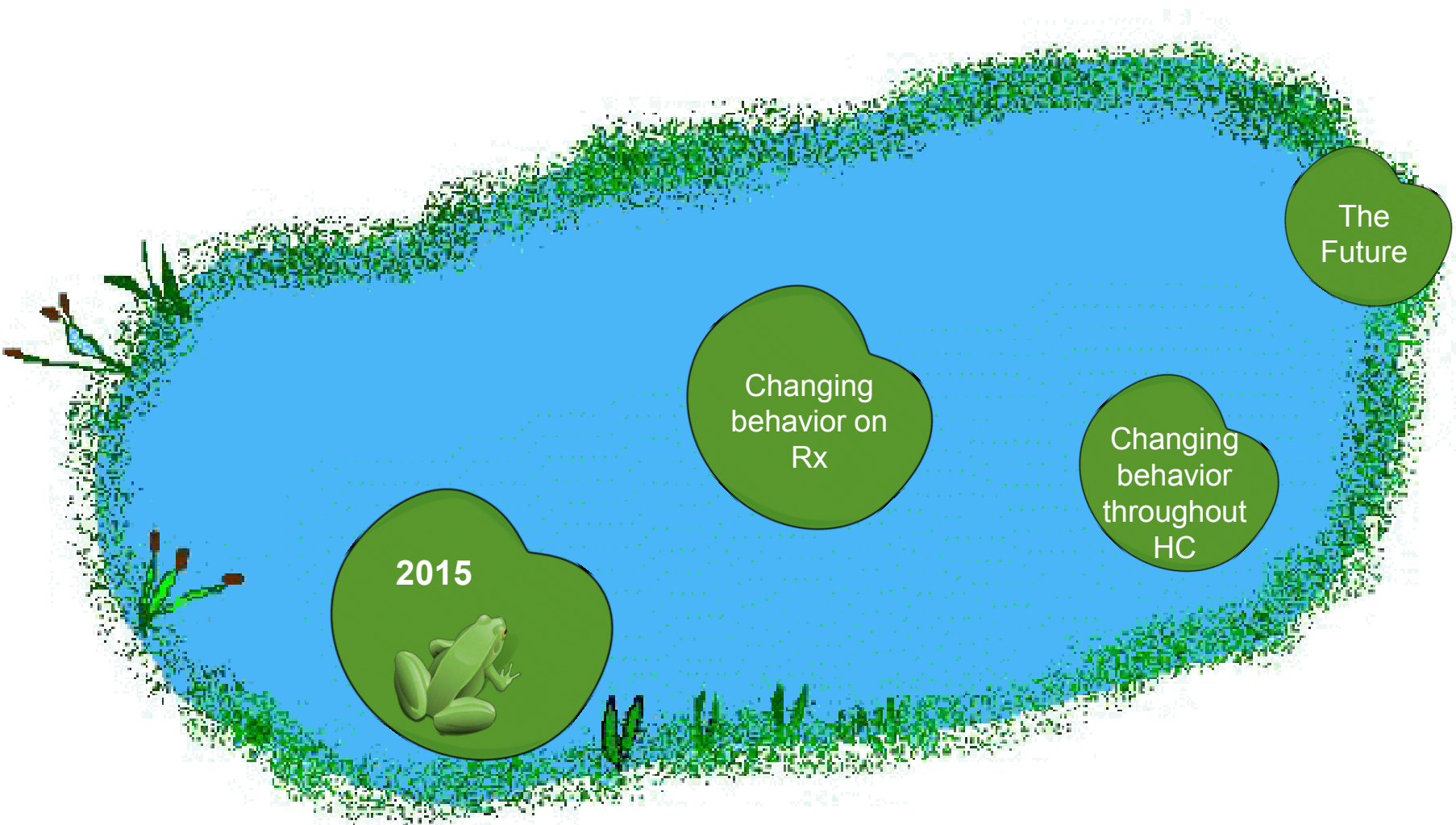
Rx Consumerism Leading the Way

- Measurable ROI
- Opportunity to Change Behavior
- Consumer Savings
- Healthier Consumers

How We Do It

- Push cost savings initiatives through channel management
- Reach People where they live
- Harness the power of data
 - Deliver pertinent information
 - Personalize information
 - Provide it in real-time
- Communication in preferred medium

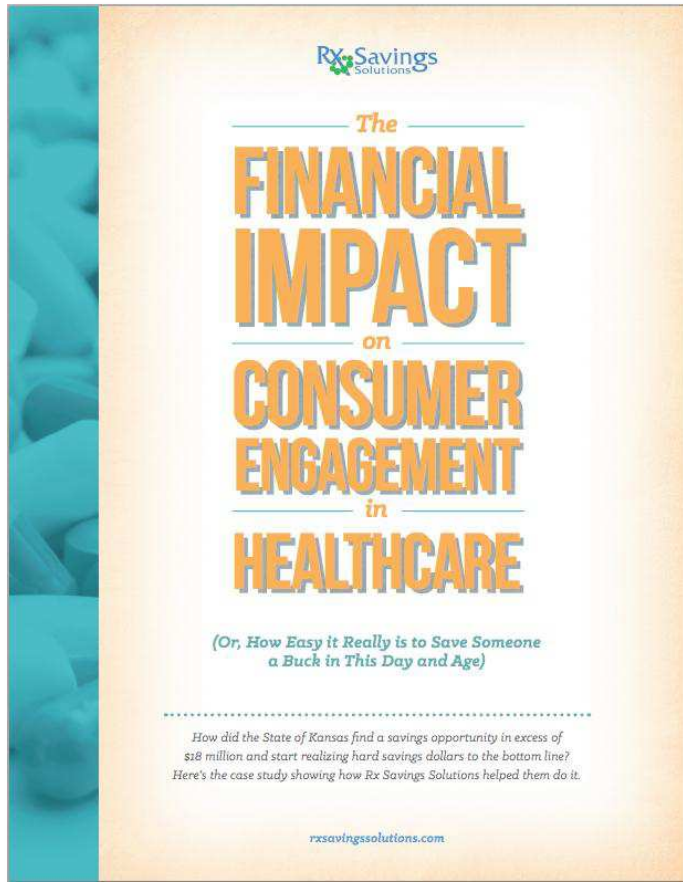
Healthcare Consumerism



Our Clients



Learn More



Download the whitepaper to see how the State of Kansas found a way to save \$5 million annually and uncover an additional \$13 million in savings for its State Employee Health Plan.

www.RxSavingsSolutions.com/Kansas