

Rx Matters



A newsletter created for Walgreens Health Initiatives clients, delivering a mix of news and trends in healthcare, and up-to-date information about our products and services



Management Meeting Addresses Growth, Greater Capabilities

Walgreens Health Initiatives' network of participating pharmacies is now nearly 60,000 strong. It's no wonder that strategies for effectively managing our rapid growth and maximizing client services were among the key topics addressed at our recent "Winning As One" Annual Management Meeting. For three days, Walgreens



Creating strategies
for managing
growth and
maximizing client
services

Health Initiatives executives delved into topics such as winning strategies for PBM programs, clinical services, operations, and predictive modeling and outcomes method-

ologies. Sessions were also devoted to the key issues of today's marketplace, including Medicare and e-connectivity, the ability to provide and receive information from a physician or other provider in a bidirectional manner with standards that are compliant with the Health Insurance Portability and Accountability Act (HIPAA). This annual meeting—a forum for providing education on new programs and an exchange of ideas on best practices—is an important tool for supporting our goal of continually exceeding our clients' expectations.

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The Association of Senior Human Resource Executives

High Marks

Client and member results from a recent survey show that Walgreens Health Initiatives continues to maintain impressive service levels that keep pace with our dynamic growth. Our most recent survey, conducted with the aid of CJ Olsen Market Research, Inc., shows that clients and members are



An impressive 97 percent overall client satisfaction rating reflects our commitment to excellence in providing programs that promote patient-first healthcare and cost-containment

extremely pleased with the products and services provided by Walgreens Health Initiatives. Walgreens Health Initiatives attained a 97 percent overall client satisfaction rating, a reflection of the

way we meet our commitment to serving the needs of our clients and more than 8 million covered lives nationwide through outstanding clinical programs that promote patient-first healthcare and cost-containment.

The chart below shows the percentage of client respondents who rated Walgreens Health Initiatives as “good” to “excellent” on key account management and support service attributes:

Client Satisfaction Survey	
Account Management	
Overall Account Management Service	92%
Courtesy and Professionalism	99%
Knowledge of Products and Services	98%
Timely Response and Resolution	90%
Plan Design Recommendation and Modeling	94%
Customer Care Center	
Overall Customer Care Center	90%
Courtesy and Professionalism	92%
Knowledge of Products and Services	87%
Timely Response and Resolution	89%
Web Site	
Overall Satisfaction	99%
Web Site Usefulness	98%
Web Site Tools	97%
Ease of Web Site Navigation	97%

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The chart below shows the percentage of client respondents who rated Walgreens Health Initiatives as “good” to “excellent” on key products and services:

Client Satisfaction Survey	
Products and Services	
Overall Opinion of Advantage90®	98%
Formulary Management	92%
Clinical Programs	94%
Claims Processing	98%
Management Reports	96%
Mail Service Performance	95%
Retail Pharmacy Network	99%

The chart below shows the percentage of member respondents who rated Walgreens Health Initiatives as “good” to “excellent” on key products and services:

Member Satisfaction Survey	
Products and Services	
Overall Walgreens Health Initiatives Satisfaction	93%
Overall Evaluation of Communications	89%
Overall Evaluation of Customer Care Center	88%
Overall Advantage90 Satisfaction	93%

Medication Management

Below are some of the latest enhancements to Walgreens Health Initiatives Medication Management Programs—Clinical Prior Authorization (CPA) and Step Care Therapy—which provide patient-centric programs that promote clinically appropriate, cost-effective drug utilization:

Updated BPH Step Care Therapy Promotes Most Effective Medications

Benign prostatic hyperplasia (BPH) is the most common cause of lower urinary tract symptoms in older men. Walgreens Health Initiatives has updated the BPH Step Care Therapy Program with criteria that promote the use of the alpha blockers Cardura® (doxazosin), Flomax® (tamsulosin), Hytrin® (terazosin), and Uroxatral® (alfuzosin) as the first-line therapy for symptomatic BPH prior to the second-line agents Avodart® (dutasteride) or Proscar® (finasteride). This is due to the greater efficacy of the alpha-blockers in reducing symptoms associated with BPH, according to recent clinical trials and the American Urological Association (AUA) guidelines on BPH management. Program revisions include the addition of new clinical criteria for Proscar or Avodart approval, and the addition of

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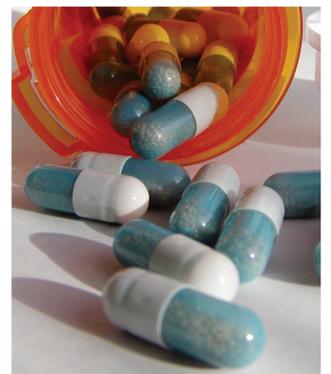
contraindications for Proscar or Avodart to the algorithm. Approval for second-line agents will be granted for patients with a history of Proscar, Avodart, or alpha-blocker use; patients with a diagnosis of prostate cancer; or BPH patients who are intolerant of or have failed alpha-blocker therapy, have a large prostate size, or an AUA symptom score greater than 12.

Impotency CPA Adds Age Edit

Walgreens Health Initiatives has updated the Impotency Clinical Prior Authorization (CPA) Program, which allows coverage for patients with erectile dysfunction (ED) due to organic dysfunction caused by medical conditions or medication side effects, to include three options—all with an age edit of 19 years and older. The addition of this age edit helps prevent nonmedically necessary use of targeted erectile dysfunction drugs. Option 1 is an age edit followed by a quantity limitation (QL) of eight tablets or systems (injectables or other medication in nontablet form) per 25 days. Option 2 is an age edit followed by a CPA with a maximum of eight tablets or systems per 25 days. Option 3 is an age edit followed by a QL of eight tablets or systems per 25 days, and a CPA for nine or more tablets, with a maximum of 12 tablets or systems per 25 days.

Other program changes for the target medications—Muse®, Edex®, Caverject®, Caverject Impulse®, Viagra®, Levitra®, and Cialis®—include:

- Deletion of the pulmonary hypertension indication, which was an off-label use for Viagra (sildenafil), because Revatio™ (sildenafil) is now commercially available and has a Food and Drug Administration-approved indication for pulmonary arterial hypertension
- Revision to the algorithm (a step-by-step protocol) to help ensure that patients with contraindications do not receive the target medications



Conditions that can cause ED include vascular disease such as diabetes and atherosclerosis; neurologic conditions such as Alzheimer's disease, brain or spinal cord injury, stroke, Parkinson's disease, and multiple sclerosis; psychological conditions such as depression; and prostate surgery. Medications that list erectile dysfunction as a documented side effect include antihypertensives and antidepressants.

Rx Drug Update

The Food and Drug Administration recently approved the following new medications:

Drug Name	Company/ Availability	Indication	Dose Form	Regimen	AWP as of March 2006
Amitiza [®] (lubiprostone)	Sucampo Pharmaceuticals, Inc., Takeda Pharmaceutical Co., Limited Summer 2006	Treatment of chronic idiopathic (no known cause) constipation in adults	24 mcg capsules	One capsule twice daily with food	\$3.25 per capsule
Emsam [®] (selegiline transdermal system)	Bristol-Myers Squibb Co. Mid-late 2006	Treatment of major depressive disorder (MDD) in adults	6 mg per 24 hr., 9 mg per 24 hr., and 12 mg per 24 hr. patch	One patch daily	\$16.06 per patch
RotaTeq [®] (oral rotavirus vaccine)	Merck & Co., Inc. Currently available	The prevention of gastroenteritis associated with rotavirus infection in infants age 6 to 32 weeks	Pale oral suspension, 2 mL	Three oral doses: first dose at 6 to 12 weeks of age, second dose 4 to 10 weeks later, final dose 4 to 10 weeks after second dose. Final dose should be given by 32 weeks of age.	Unavailable
Sutent [®] (sunitinib malate)	Pfizer, Inc. Currently available	Treatment of kidney cancer and gastro- intestinal stromal tumors	12.5 mg, 25 mg, and 50 mg hard gelatin capsules	One capsule taken once daily, on a schedule of 4 weeks on treatment followed by 2 weeks off	\$66.80 per 12.5 mg capsule, \$133.59 per 25 mg capsule, \$267.19 per 50 mg capsule

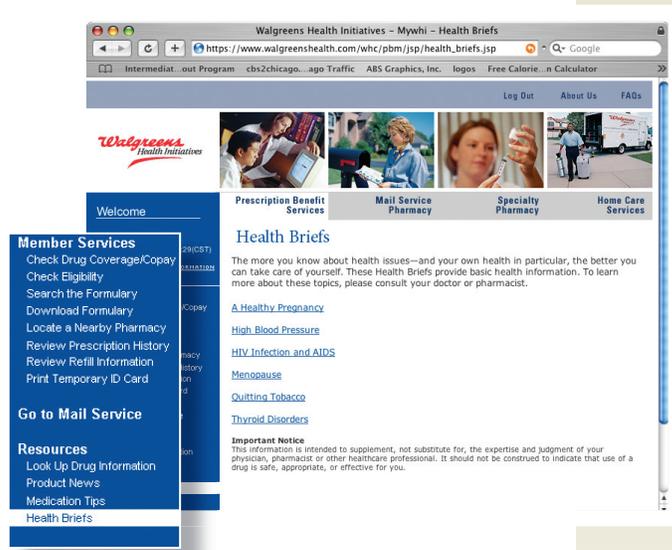
New Rx Indications

The Food and Drug Administration recently approved the following medications for new or expanded indications:

Drug Name	Original Indication	New or Expanded Indication
Rituxan [®] (rituximab)	For the treatment of non-Hodgkin's lymphoma	For the treatment of moderate to severe rheumatoid arthritis, in combination with methotrexate, in patients who have had an inadequate response to one or more biologics (TNF antagonists)

Health Briefs Online

Walgreens Health Initiatives *Health Briefs* is now available online by logging on to our web site at www.mywhi.com. *Health Briefs* is a newsletter produced for our clients' prescription drug plan members to inform and educate patients about specific health topics. This is another value-added service we provide to promote member awareness and education on important health issues.



Plan Ahead—Mark Your Calendar

Stop by the Walgreens Health Initiatives booth at the following show:

America's Health Insurance Plans (AHIP)
Institute 2006 June 7-9 San Diego Convention Center San Diego, Calif. www.ahip.org

Society for Human Resource Management (SHRM)
58th Annual Conference and Exposition June 25-28 Washington Convention Center Washington, D.C. www.shrm.org

National Observances

Some upcoming health-related events are listed below. For more information or a complete listing of this year's national observances, visit the National Health Information Center's web site at www.healthfinder.gov/library/nho.

Observance	Date	Sponsor/Web Site
World No Tobacco Day	May 31	Coalition for World No Tobacco Day www.wntd.org
National Aphasia Awareness Month	June 1-30	National Aphasia Association www.aphasia.org
Fireworks Safety Month	June 1-July 4	Prevent Blindness America www.preventblindness.org
National Cancer Survivors Day	June 4	National Cancer Survivors Day Foundation www.ncsdf.org
National Men's Health Week	June 12-18	Men's Health Network www.menshealthweek.org
National HIV Testing Day	June 27	National Association of People with AIDS www.hivtest.org
International Group B Strep Awareness Month	July 1-31	The Jesse Cause - Saving Babies from Group B Strep www.thejessecause.org
National Immunization Awareness Month	August 1-31	National Partnership for Immunization www.partnersforimmunization.org

Walgreens Pharmacies Offer Multilingual Counseling

Walgreens pharmacy patients who speak limited English no longer face a language barrier at the pharmacy counter. Thanks to a new system that began rolling out in February, they now can have a telephone consultation with a Walgreens pharmacist in any one of 14 languages. The new system allows our pharmacy staff to search for on-duty pharmacists fluent in the appropriate language and



automatically call one for the patient to talk to at point of service. The languages available are Arabic, Chinese, English, French, German, Italian, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese.

Accurate and effective communication is critical to patient safety—an issue that Walgreens has always made a top priority. This new service strengthens our commitment to providing

high-level pharmacy care for all of our increasingly diverse patients. Currently, nearly 20 percent of Walgreens pharmacies have at least one bilingual pharmacist—and that number grows every year. In addition, Walgreens offers prescription label instructions in 14 languages, and in large type. All this translates to a better, safer, more satisfying pharmacy experience for *every* patient.

Member Perception of Benefits

According to a 2005 healthcare costs survey by *USA Today*, the Kaiser Family Foundation, and the Harvard University School of Public Health, many Americans are at least somewhat satisfied with the cost of health insurance and feel the healthcare system works well for them personally. Nearly eight in 10 insured adults are very (39 percent) or somewhat (39 percent) satisfied with what they pay for their health insurance. Two-thirds of adults are either very (33 percent) or somewhat (33 percent) confident they have enough money or health insurance to pay for routine medical costs and nearly six in 10 are very (25 percent) or somewhat (34 percent) confident that they have enough resources to pay for a major illness. Eight in 10 adults say the quality of healthcare they have received in the past five years has stayed the same (67 percent) or gotten better (13 percent), while fewer than two in 10 say care has gotten worse (19 percent). Although many people have problems, most think that overall the system works.

About half of Americans (51 percent) take prescription drugs on a daily basis, and more than one-quarter (27 percent) take three or more drugs daily. Among those who take prescription drugs daily, more than one-third say it is very (12 percent) or somewhat (22 percent) difficult to pay for these drugs. Nearly one-quarter (24 percent) of Americans report that they or someone in their household did not fill a prescription, cut pills or skipped doses in the past year because of the cost. More than a third (35 percent) of the public says high profits made by drug companies and insurance companies are the most important reason behind rising healthcare costs.

At Walgreens Health Initiatives, clear communication of member benefits is the goal of our many member services vehicles—everything from print communications, to our 24-hour Customer Care Center, and interactive web site. We place a premium on quality service for both you and your members.

Medication Matters

The following article, written for your members, can help raise awareness of the importance of precision in following dosage instructions.

Too Much Of a Good Thing: Why You Should Never Increase Your Dose of Medication Yourself

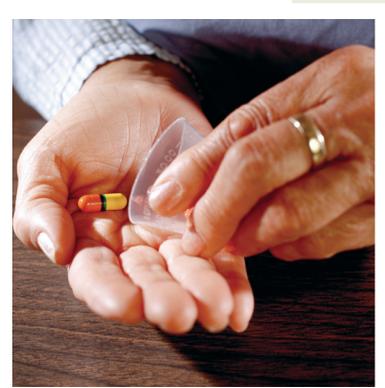
There are many important decisions that individuals can and should make on their own—but medication changes are not among them. It's always best to talk with your doctor or healthcare professional before changing the dose of your medication—and that includes increasing the dose as well as reducing it. If you find yourself in any of the following situations, it's time for a conversation with your doctor.

The medicine isn't helping anymore.

Sometimes a medication seems to lose its effectiveness over time and you are tempted to take more than the prescribed dose. Before long, though, the higher dose wouldn't have the same effect either and you would start thinking about increasing the dose yet again. This is often the case with long-term use of certain medications used to treat pain and anxiety. It happens because the body develops a tolerance to these medications over time. Unless your doctor recommends it, increasing the dose is not the answer.

I have a really bad headache. The regular dose won't be strong enough.

A common misconception about medication is that more is better. This is simply not true. For example, medications such as aspirin, acetaminophen, and ibuprofen that are commonly used for pain have a "ceiling effect"—that is, doses above a certain level do not provide better or faster pain relief but they do increase the risk of serious medical problems.



I know someone who is taking the same medication at a higher dose and it seems to be working for her so I figure it should be safe.

Your neighbor, your sister, or your coworker may have the same medical condition that you do and even take the same medication—but at a different dose. Some people need larger doses than others do. Age, gender, body chemistry, medical conditions, diet, smoking, and other medications can affect the dose prescribed for a particular person. Never increase (or reduce) the dosage of a medication that has been prescribed for you without your doctor's OK.

I know the doctor is planning to increase my dose eventually and I don't want to wait that long.

Sometimes your doctor will recommend that you start a medication at a low dose and increase it gradually. Medications may be "ramped up" like this to help avoid side effects that could make it difficult for you to tolerate or adapt to a particular drug. Patients who don't experience any side

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effects at low doses and are anxious to get the full benefit of the medication may consider increasing the dose on their own. It's important to talk with your doctor before you make any changes to your medication schedule. This will help you avoid side effects that could interfere with your ability to keep taking the medication. Also, keep in mind that when one medication dose changes, others may need to be adjusted too.

It's just an ointment that I put on my skin. How can it hurt?

Ointments and creams that are used topically on the skin are absorbed through the skin into the bloodstream. Using these medications more frequently than prescribed can cause problems that you might not expect. For example, if you are using a hydrocortisone cream for eczema and you experience itchiness before it's time for the next application, you may think there's no harm in using the cream more often. But using too much or applying it too frequently over an extended period can lead to a variety of health problems, including high blood sugar. If a medication is not providing the relief you need, talk with your doctor about whether you should increase the dose or add other medications or therapies.

No matter what the reason for your medication change, making decisions in partnership with your doctor and your pharmacist can help ensure that your medications are safe, effective, and right for you.

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