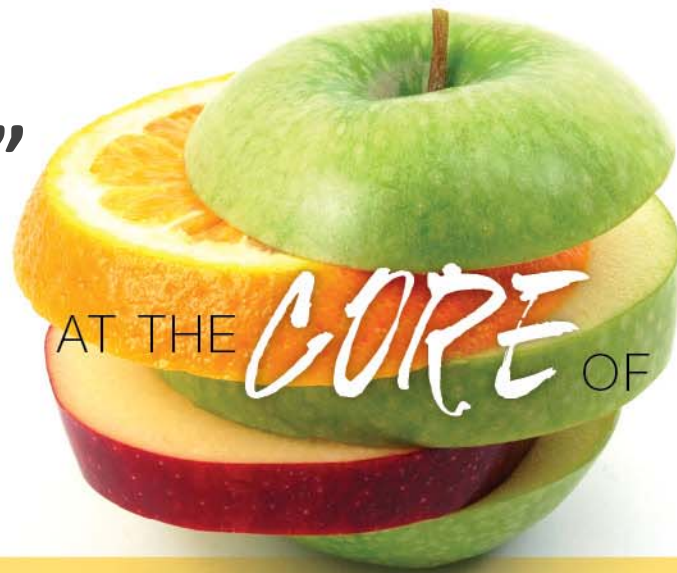


El Dorado County "Best Rx" Card Program



PHARMACY BENEFITS



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November 1, 2011

1

Envision Pharmaceutical Holdings, Inc.

- Multi-billion dollar privately held company incorporated – 2002
- All affiliated companies specialize in prescription benefit services
 - (Self insured public/private payers; Medicare Part D insurance; programs for uninsured/underinsured and other consumer populations; and mail and specialty needs)
- Largest offices in El Dorado Hills, CA; Twinsburg, OH; and Ft. Lauderdale, FL
- Covers prescription benefits and services for approximately 6 million members in all 50 states/DC
- Founded on the principles in transparency and full disclosure – leader in the industry
- One of the fastest growing companies in U.S., El Dorado County, and number 10 in Sacramento Business Journal – number 1 in revenues in Region



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Demographics/Statistics in El Dorado County *2010

- 181, 058 Population
- 45,379 Total families
- 9,053 Families below poverty level (5%)
- 24,172 Total population below poverty level – based upon 2.67/pf

*** Based upon 2010 census and American Community Survey (last 5 years)**



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Rx Savings Card Overview

- Envision developed the **“Best Rx” Program** for the under and uninsured populations needing deep discounts to fill their prescriptions and save money and sustain their health
- All FDA approved brand name and generic prescription drugs are included in this Program
- The card is available at no cost to participants or the County of El Dorado
- Participants access the program online through a customized website or by calling the 1-800 line for assistance
- The participant always receives the lower of Envision’s contract price or the pharmacy’s usual and customary (U&C) price
- The card can be used immediately by anyone immediately and there is no waiting period
- The card is not insurance



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Rx Savings Card Highlights

- Envision processes over 750,000 Rx Savings Card claims every month
- Over 1.2 MM participants are enrolled in government endorsed programs¹
- Participants are saving millions of dollars every month on their prescriptions nationwide
- Overall savings rate exceeds 48% across brand and generic medications combined²
- Individual generic medications carry a discount of up to 85%
- More than 75% of the total claims are less than the usual and customary (U&C) price charged by the pharmacy (including \$4 generics and free medications offered by select retailers) – this means that participants save money 75% of the time from the U&C price



¹ Florida Discount Drug Card, Ohio's Best Rx and Golden Buckeye Programs

² Based on 2011 actual savings from January – August 2011 for State sponsored programs

Sample Drug Pricing Comparison Envision vs. Cash Paying Consumer in El Dorado County

Envision RX Saver members ALWAYS receive the “lowest of” pricing if the cash price at retail is better.

	DRUG DESCRIPTION	QUANTITY Retail	ENVISION Retail	Cash Paying Customer
1	AZITHROMYCIN 250 MG TABLET	6	\$ 20.50	\$ 44.99
2	LIPITOR 10 MG TAB	30	\$ 121.70	\$ 148.99
3	AMOXICILLIN 500 MG CAPSULE	60	\$ 15.11	\$27.99
4	LORAZEPAM 1 MG TABLET	30	\$ 7.39	\$ 24.99
5	METFORMIN HCL 500 MG TABLET	30	\$6.70	\$12.99
6	HYDROCODONE/ACETAMINOPHEN 2.5-500 MG TAB	60	\$ 12.04	\$ 33.99
7	PLAVIX 75 MG TABLET	30	\$ 203.63	\$223.99
8	IBUPROFEN 800 MG TABLET	30	\$ 5.58	\$13.99
9	SIMVASTATIN 40 MG TABLET	30	\$11.50	\$69.99
10	CITALOPRAM HBR 40 MG TABLET	30	\$ 8.04	\$49.99
11	CLONAZEPAM 2 MG TABLET	30	\$ 7.87	\$30.49
12	TRAZODONE HCL 100 MG TABLET	30	\$ 7.69	\$17.59
	Total		\$427.75	\$699.98

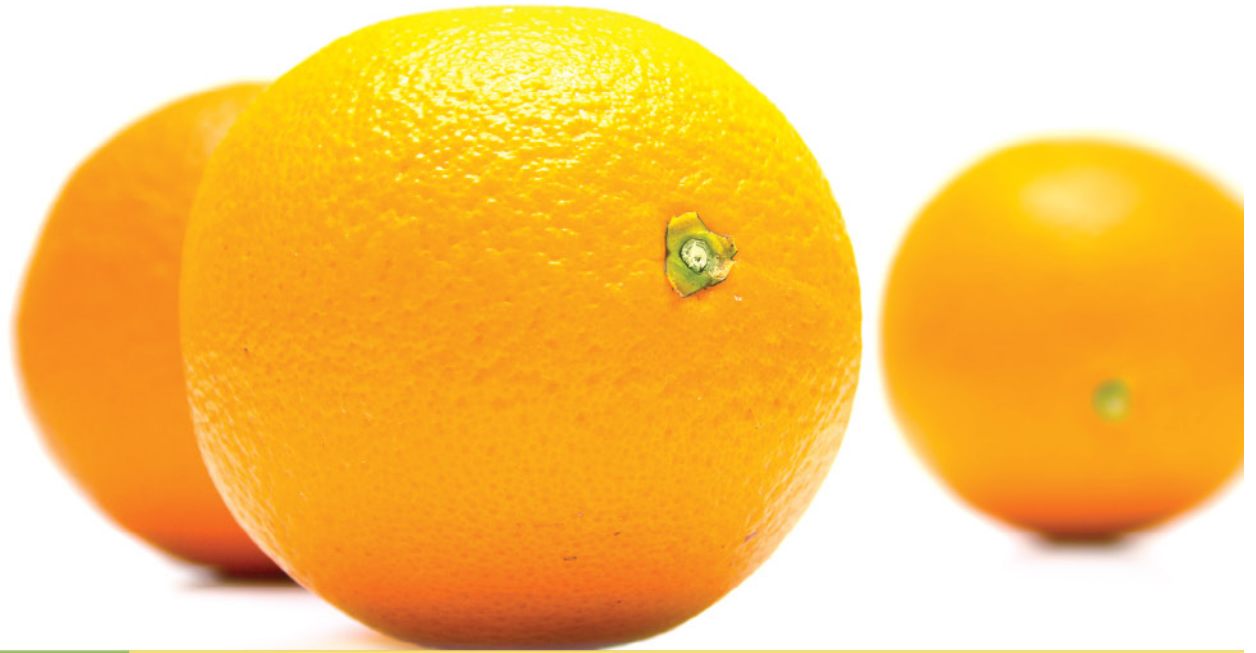
* As of October 25, 2011



Envision pricing acquired from <http://www.sacbestrx.com/en/pdl.aspx>
Envision priced at Walgreens located at 4220 Missouri Flat Road, Placerville, CA 95667

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TRANSPARENCY



Website

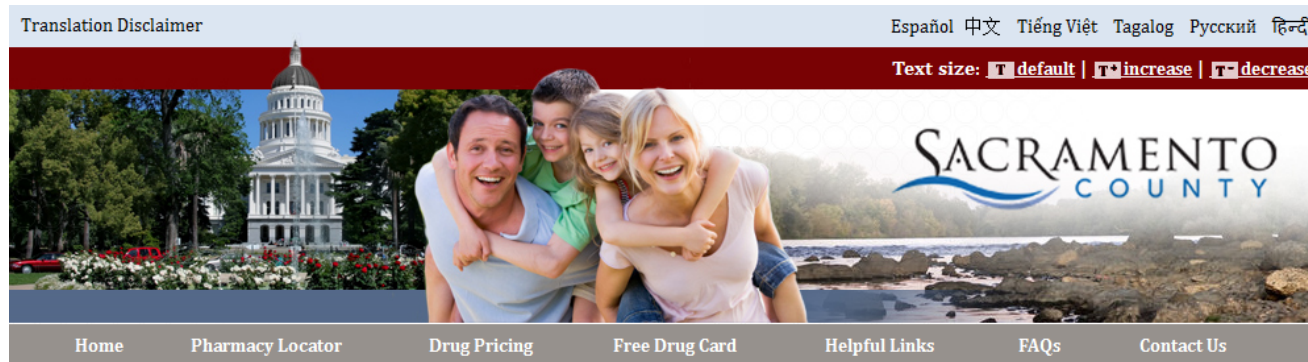
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Sample Rx Savings Card Website - Example



What is Sacramento's Best Rx Savings Program?

Sac Best Rx Savings Program has been designed to lower the cost of prescriptions for the residents of Sacramento County. No registration or qualifications required to utilize Sac Best Rx Savings Card and the program is absolutely free.



Welcome to the Official Sac Best Rx Savings Program

Sac Best Rx Savings Program is designed to lower the cost of prescription medications for the residents of the County of Sacramento, California.



There is no registration or qualifications required to use Sac Best Rx Savings Card. Everyone can participate! In addition, there is no membership fee and the card is ABSOLUTELY FREE!

Sac Best Rx Savings Card can:

- ▶ Save up to 75% off [generic medications](#), with overall average savings more than 40% across brand and generic medications combined!
- ▶ Be used at all [participating pharmacies](#) within the County of Sacramento

If you have any questions regarding Sac Best Rx Savings Card program call toll free 1-877-684-0032.



Actual Sac Best Rx Prescription Savings Program site used for illustrative purposes

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Sample Rx Savings Card Website

Pharmacy Locator

You may search for a participating pharmacy within the County of Sacramento, California either by pharmacy name or by zip code. Please note that the addresses are provided by the pharmacies themselves and maybe entered differently. A zip code search may provide the most complete list of pharmacies in your area.

When you fill prescriptions at Sac Best Rx Savings Program price, remember that your pharmacist plays a big role in making this program possible. Please make sure to take a look at the many fine products available at your local pharmacy-support the pharmacies that support Sac Best Rx Savings Card participants.

Please enter one or more of the following:

Pharmacy:	Zip Code:	Search
<input type="text"/>	<input type="text"/>	<input type="button" value="Search"/>

Locating a pharmacy is quick and easy – by zip code or name



Actual Sac Best Rx Prescription Savings Program site used for illustrative purposes
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Sample Rx Savings Card Website

Drug Pricing

Please enter the quantity day supply for the drug you would like pricing for and click, the "Get Pricing" link.

Drug Pricing is based on a 30 day supply at retail. Prices are subject to change at any time.

Please Enter Your Home Zip Code

Enter Your Drug Name, If You Don't Know It, Search By Letter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Submit

Detailed drug pricing available by zip code and pharmacy

*Sac Best Rx Savings Program card holders will always pay the lower of the price listed on Sac Best Rx Savings Program website or the usual retail price at the pharmacy.

Prices subject to change without notice. Price only for quantities stated, additional quantities may incur higher costs.

This is not insurance. Discounts are available only at participating pharmacies.



Actual Sac Best Rx Prescription Savings Program site used for illustrative purposes
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Sample Rx Savings Card Website

Retail Pricing			
WALGREENS		4220 MISSOURI FLAT RD PLACERVILLE, CA 95667 530-344-1062	
Pricing			
Drug Name	Qty	Days	Price
SIMVASTATIN TAB 40 MG	30	30	\$7.07

Additional Pharmacies in Your Area			
Pharmacy	Address	Phone	Distance
LONGS DRUG STORE	3964 A MISSOURI FLAT RD PLACERVILLE, CA 95667	530-626-8642	0.27 Miles
RALEYS DRUG CENTER	160 PLACERVILLE DR PLACERVILLE, CA 95667	530-622-6630	0.27 Miles
RITE AID PHARMACY	31 FAIR LN PLACERVILLE, CA 95667	530-626-0801	0.27 Miles
RITE AID PHARMACY	1220 BROADWAY PLACERVILLE, CA 95667	530-626-5501	0.27 Miles
ROBINSONS LEADER PHARMACY	359 MAIN ST PLACERVILLE, CA 95667	530-622-3186	0.27 Miles
SAFEWAY PHARMACY	3955 MISSOURI FLAT RD PLACERVILLE, CA 95667	530-295-2977	0.27 Miles
WAL-MART PHARMACY	4300 MISSOURI FLAT RD PLACERVILLE, CA 95667	530-621-3447	0.27 Miles

Pricing tool enables participants to compare prescription costs across all pharmacies in the network



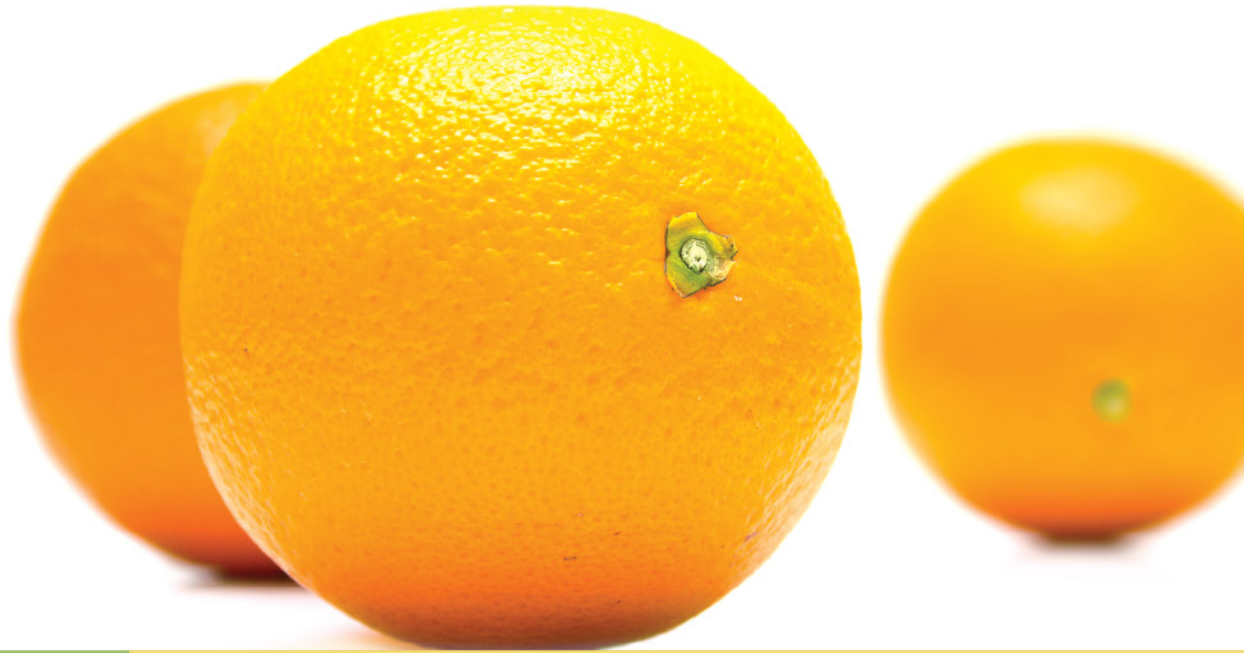
Actual Sac Best Rx Prescription Savings Program site used for illustrative purposes

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Program Promotion

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Awareness Campaigns

Tear-Off Card Brochures

Envision prints “tear-off card brochures for distribution throughout El Dorado County

- Libraries
- Public locations within the county
- Supervisor “Town Hall” meetings
- Not for profit organizations
- Other private locations



Actual Sac Best Rx Prescription Savings Card used for illustrative purposes

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Front

Back

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Awareness Campaigns

Posters

Envision can create and print posters detailing the program for distribution throughout the county.

SACRAMENTO COUNTY

**THE SAC BEST RX SAVINGS CARD
LOWERS THE COST OF YOUR
PRESCRIPTIONS!**

ENDORSED BY SACRAMENTO COUNTY

THIS CARD IS FOR EVERYONE!

Save up to 75% off generic medications, with overall average savings more than 40% across brand and generic medications combined!

Your savings card can be used at most pharmacies, including all major chains!

GETTING A CARD IS EASY!

- ✓ Available to all Sacramento Valley Residents
- ✓ No membership or enrollment fee
- ✓ Available for use immediately
- ✓ No personal information required

START SAVING MONEY NOW!

VISIT www.SacBestRx.com TO PRINT YOUR CARD

OR

CALL 1-877-684-0032

TTY USERS DIAL 711 FOR RELAY SERVICE

MEMBER SUPPORT IS AVAILABLE 24/7



Actual Sac Best Rx Prescription Savings Card Poster used for illustrative purposes
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Awareness Campaigns

Email Flyers

Envision can create a PDF Flyer that includes a card and information on how to participate in the program. The flyer can be printed and distributed in person or via email.

The illustration shows two promotional cards. The top card is the 'LARx Prescription Savings Card' with a member ID, group ID, BIN, PCN, and a photo of a family. Below it is a smaller card with the heading 'THIS IS NOT INSURANCE' and details about usage. The bottom card is the 'Rx Savings Card' with a list of three steps to start saving, contact information for the Pharmacy & Member Help Desk, and a list of benefits. The entire flyer is titled 'Making Prescription Drugs Affordable' and 'THIS CARD IS ABSOLUTELY FREE!'. It also includes a photo of a family and a list of benefits.

LARx Prescription Savings Card

MEMBER ID: LAR065147
GROUP ID: LAR0004
BIN: 009893
PCN: 8048X
This is not an insurance card.

THIS IS NOT INSURANCE

By using this card the holder agrees, for their item and/or which it was issued, that the member will pay the full amount of the prescription. This card is not valid for cash or credit.

Save 5% to 40% on Prescription Pharmacy & Member Help Desk 1-877-FOR-LARX (367-5279)

www.forlarx.com

ADMINISTERED BY: EnvisionRxOptions

Rx Savings Card

Receive up to 65% savings on generic medications with overall average savings of 40% across brand and generic medications combined.

Follow these EASY steps to start saving on your prescriptions today:

1. Print this page and cut out the Rx Savings Card along the dotted line
2. Take your card to any of our 60,000 participating pharmacies
3. Present your card with your valid prescription and the pharmacies will apply the discount

For questions, please contact our Pharmacy & Member Help Desk at: **1-877-FOR-LARX (367-5279)**

To obtain drug pricing or locate a pharmacy near you, go to: www.forlarx.com

ADMINISTERED BY:
EnvisionRxOptions

Making Prescription Drugs Affordable

THIS CARD IS ABSOLUTELY FREE!

- Save On Brand Name Drugs
- Save On Generic Drugs
- For Immediate Use
- Immediate Acceptance
- No Limit on Usage
- Accepted at Most Pharmacies in LA County

Simply present your card at a participating retail pharmacy and save on many of your prescription drugs. Finding a pharmacy is easy; 8 out of 10 pharmacies nationwide accept your savings card including all major chains. No enrollment form, no membership fee, available for immediate use. You may use your savings card any time your prescription is not covered by insurance. There are no restrictions and no limits on how many times you may use your card.



Actual LARx Prescription Savings Card flyer used for illustrative purposes
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Sample Mobile Rx Savings Card

Mobile Card*

Rx Savings Cards can be sent digitally:

No Printer, No Problem!

Text "ELDRx" to 567899 and receive your ready-to-use Rx Savings card on your phone!

Thanks for requesting El Dorado's Best Rx Card!
THIS IS NOT INSURANCE
Discounts at participating pharmacies only
Reply **CARD** for your card!

MBR: ELD0012345
GRP: ELDRx
BIN: 009893
PCN: ROIRX
Administered by
EnvisionRxOptions
For additional information call
866-810-3784 or visit
ELDoradoBestRx.com



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* Illustrative only

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Rx Savings Card in Social Media

Envision also supports Rx Savings Card promotion and awareness through social media by providing access through Facebook and Twitter.

- Facebook® Page Creation
- Blog support on Facebook® and Twitter



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Conclusion

- Envision is a market leader and negotiates low cost pricing high quality Rx products for uninsured consumers
- Over 62,000 pharmacies accept the card including nearly all in EDC
- No sign up required and consumers always receive the lowest price offered
- Supported by private enterprise in EDC
- The program is free of charge and is not insurance



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Program Implementation

Envision has developed a “turnkey” process for implementation of the Rx Savings Card program to ensure a successful launch in less than 45 days, including:

- Comprehensive implementation plan
- Creation of customized website
- Development and distribution of tear-away Rx Savings Card brochures
- Development and distribution of posters
- Facebook & Twitter blogging to keep interest within community
- Community outreach marketing
- Setup of digital Rx Savings Card
- Press release support

The only responsibilities of the County of El Dorado are:

- Approval of awareness campaigns (website, brochures, posters, etc.)
- Press releases and press conferences to endorse the Rx Savings Program at launch and periodically thereafter

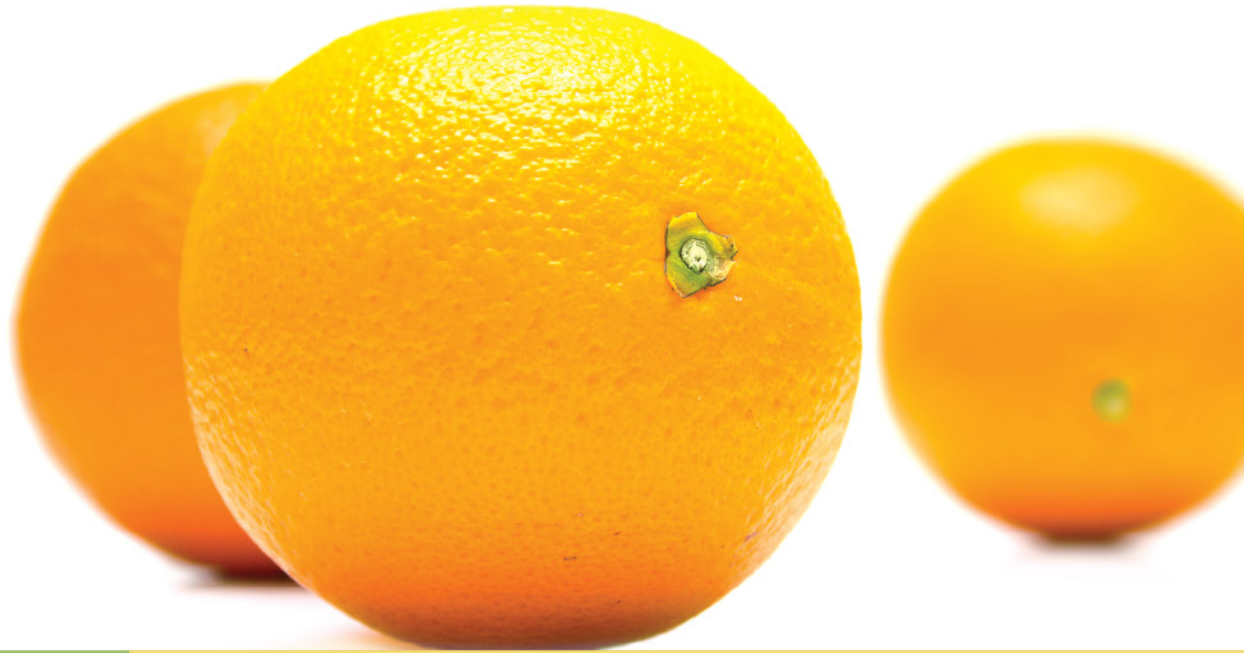


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References

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Government References

City/County

LARx Prescription Savings Program:

Ms. Brenda Lamothe
Neighborhood & Community Services
Coordinator – South Los Angeles
Office of Mayor Antonio Villaraigosa
City of Los Angeles
Office: 323-789-1409
Cell: 213-379-0662

Sac Best Rx Savings Program:

Mr. Steve Golka
Director of Pharmacy
Services DHHS
Department of Health &
Human Services
County of Sacramento
Office: 916-874-9299



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