



DELIVER EXACTLY WHAT THE  
**CLIENT**  
NEEDS?

Weird.

# When did the rules change?



Call us revolutionaries, call us crazy, but at Pharmacy Data Management, Inc., we've kept the same approach from Day One...



WE HELP **YOU** **CREATE,**  
**IMPLEMENT** AND **MANAGE**  
PHARMACY BENEFITS THAT ALIGN WITH

**YOUR**  
**BUSINESS STRATEGIES**  
—NOT OURS.

We simply provide **whatever it takes** for you, and the populations you serve, to get the most value for every dollar spent on pharmacy benefits.

## We've successfully mastered a model that holds your business priorities front and center:

- Clarity in contracts. No hidden fees. Of any kind. For anything.
- Formularies driven by cost-effectiveness and efficacy, not rebates.
- Flexible technology that adapts to your pharmacy program, not the other way around.
- Robust and easily customized reporting for performance data that's important to you.
- It's your data—you own it. So you can access all of it. At any time.
- Responsive and effective client service. Even after the contract is signed.



Whose objectives and business needs do **PBMs** base their business models around?



From 2009 survey of pharmacy benefits industry and current clients conducted for PDML.

Flexible solutions based solely on client need. Radical concept. Maybe it'll catch on.

## Our clients love us because we solve their problems.

Our first step is not telling you what we have to sell—it's not telling you anything. It's **listening**. We don't recommend anything until we know your business objectives and what you're trying to accomplish. Then, we focus our technology, creativity, human energy, expertise and our relentless dedication to client service on delivering a solution that will make your job easier.

### FLEXIBLE APPROACH

Here's a fundamental difference between PDMI and our competitors: Our entire operation is built around meeting your specific combination of unique needs. We don't ask you to adapt to what's most convenient or easiest for us. From clinical edits, customized reports, formularies or eligibility requirements to how your implementation team is structured or the way you want ID cards delivered—whatever it takes for you to successfully meet your business objectives, we do what's necessary to make it happen.

### TOTAL CUSTOMIZATION

Because it's profitable, many in the industry encourage their clients to adopt easy-to-administer plan designs or features that increase volume or rebates. We just don't think that approach is necessarily in our clients' best interests. Instead, we've built proprietary technology that is easily customized—we wrote the code, so we have the insight and control to set up any plan design, no matter how complex. Instead of asking you to choose an "off-the-rack" solution, PDMI creates a designer original—and our only concern is that it fits you perfectly.

### COMPLETE CLARITY

With all the complexity inherent in our business, we don't believe in adding more when it comes to the way we deal with our clients. We consider our clients our partners, so we communicate openly and often before, during and after implementation. We're proud of our reputation for the cleanest contracts in the industry. Our fiduciary mind-set means we watch over our clients' drug spends as if they were our own. And once the contract's in place, there are no "mystery fees."

You want a better way.  
We create it.



FOR FLAWLESS PRODUCTIVITY,  
**OUR CLIENTS**  
COUNT ON OUR  
**TECHNOLOGY.**  
WHEN THEY HAVE A CHALLENGE,  
THEY COUNT ON  
**OUR PEOPLE.**

"We owe a significant portion of our success to the flexibility and  
responsiveness with which PDMI creates custom reports for us."

—URx

"We don't succeed without partners who align their business practices around our objectives. PDMI excels at that. They're a great business partner."

—Prime Time  
Health Plan

## Go ahead. Be the center of attention for a change.

Our clients thrive at the heart of our business model because our people have the skill, the will and the support to keep them there.

Everybody talks great service. Few actually back it up once the contract is signed. But the only way we can continue providing the flexibility and custom solutions we're known for is to never lose sight of our clients' needs and interests—an attitude which, not surprisingly, is pretty popular with our clients.

It's a lot more than just answering your phone calls.

Our clients enjoy advantages far beyond the traditional dimensions of "client service."

- **Our approach.** Long before there's a contract, we'll learn about your business and your objectives. We'll listen carefully so your input drives the solution precisely. You'll understand exactly what you're getting and what you'll be paying. The contract will reflect that clarity. No surprises.
- **Our people.** Knowledgeable and experienced, proactive and truly focused on helping you be successful. Your dedicated account manager won't just shuffle your issue up the chain—he or she is empowered by management to take action for you.
- **Our independence.** We're not financially invested in drug manufacturing, retail or mail-order pharmacies. Our focus is solely on the most appropriate and cost-effective usage and your lowest net cost. No conflicts of interest, nothing to hide and you have access to ALL your data at any time.
- **Our technology.** Our systems are designed around your needs now and in the future, not around whatever's easiest for us to set up. Innovations and improvements are focused on efficiency, business intelligence and making life simpler for you.
- **Our management.** Pharmacists and IT professionals, with practical industry knowledge and always accessible. We're privately held—we work for our clients, not shareholders.

No one knows for sure how the pharmacy benefit industry will look in five years. But we're certain the client will be more in charge than ever.

And that suits us just fine.



## What are some of PDMI's key strengths?



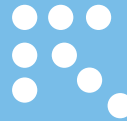
customer service

49%



flexibility/customization

41%



technology

37%



people

33%

From 2009 survey of pharmacy benefits industry and current clients conducted for PDMI.

# What can we do for you?

From precision, fully customized claims processing to building your own “private label” PBM...

PDMI will transform your business needs into creative solutions.

You know there’s a better way—and there’s never been a better time than now. If a relentless focus on your priorities, flexible and customized solutions, extraordinary client service and complete cost clarity appeal to you, we should talk.



## We'd love to discuss **your needs** around:

- Reliable, proprietary claims processing and adjudication system
- Real-time capabilities for pharmacy and medical claims data integration, financial accumulators, eligibility and coverage authorization
- Coordination of benefits
- Formulary design/management
- Rebate management
- Custom clinical support services
- Maximizing generic utilization
- Value-based benefit programs
- Customizable retail pharmacy networks
- Comprehensive and customizable reporting/analysis
- Mail-order pharmacy options
- Specialty pharmacy solutions
- Cash management options
- Member communication/tools
- Member and pharmacy call center
- Painless implementation/transitions
- Medicare Part D
- Workers' Compensation claims
- Managing "own use" and worry-free 340B programs
- Hospice claims
- Long-term care



**PDMI**

*We transform your business needs into creative solutions.<sup>SM</sup>*

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