

DataSmärt

S O L U T I O N S



URx Benefit Insider

URx Wins Prestigious PBMI Award: February 22, 2012.

DataSmart Solutions employer designed pharmacy program (URx) was awarded the Pharmacy Benefit Management Institute (PBMI) Rx Benefit Innovation Award in Scottsdale, Arizona in front of 300 plus conference attendees. Hosting their 18th Annual Conference, PBMI selected URx for exemplifying originality, strength in reported results, and potential to improve patient outcomes. In addition, PBMI provides a forum for purchasers to exchange ideas and drive marketplace changes that improve pharmacy benefits while controlling costs, drawing participants from across the country.



URx, an Innovative Value-Based Benefit Design, Leads to Lower Net Cost, Higher Member Engagement

Pictured is Paul Boqumill from DataSmart Solutions (far left) receiving this year's National Innovators Award

Results

By delivering innovation and e-health integration, URx has realized a **\$31 Per Member Per Month** reduction in plan medication costs with the URx VBBD program. The savings are primarily a result of a more optimal drug mix and increased member utilization of medically appropriate therapies. Combined, the effects of URx pricing and case mix strategies are showing 20% to 25% savings versus the more traditional PBM models. URx has also sustained \$0 employee contribution increases for health care for the upcoming year, a significant change from the steady increases realized over the past 31 consecutive years.