



Press Release

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Health Mart Celebrates Milestone with No. 1 Customer Satisfaction Ranking, 50% Growth, and Introduction of New Business-Building Solutions

Franchisees Benefit from Unique Solutions Designed to Help Independents Grow Their Businesses and Improve Efficiencies

LAS VEGAS — McKesson Pharmacy Strategies Conference — July 7, 2008 — [Health Mart](#) is celebrating unparalleled momentum in the industry with its recent No. 1 customer satisfaction ranking by WilsonRx, more than 50% growth in its most recent fiscal year (April 1, 2007–March 31, 2008), and the introduction of new, innovative solutions designed to drive franchisee success. Health Mart's impressive growth and industry recognition underscore its strong appeal to independents looking to take advantage of targeted solutions that help them attract new customers, maximize the value of existing customers, and enhance business efficiency.

"I couldn't be more proud of what the Health Mart brand has come to represent in the industry — when consumers walk into a Health Mart pharmacy, they know they're going to receive high-quality, personalized care," said Tim Canning, President of Health Mart. "The innovative solutions and programs that Health Mart continues to deliver to franchisees is empowering independents to not only thrive in today's marketplace, but to set new standards of customer and operational excellence within the industry."

Number One in Customer Satisfaction

In June of this year, Wilson Health Information, a leading consumer insight firm, ranked Health Mart No. 1 in overall pharmacy customer satisfaction in the 2008 WilsonRx Pharmacy Satisfaction Survey. The survey was independently conducted and funded by Wilson Health Information and ranked Health Mart No.1 for overall pharmacy customer satisfaction based on survey responses from 34,454 pharmacy customers across the United States. Health Mart outperformed numerous other retail pharmacies, including U.S.-based independent pharmacies, franchises, and pharmacy cooperatives, to receive the number one position.

In addition to receiving the number one position for overall customer satisfaction, Health Mart received the top ranking in nine other customer satisfaction categories, including "Pharmacy always has prescriptions in stock" and "Pharmacy protects the privacy of patient health information."

Business-Building Solutions Drive Franchisee Success

To help franchisees increase their competitive advantage in today's marketplace, Health Mart brings together McKesson's innovative offerings for independent pharmacy into one complete solution that helps franchisees attract new customers, maximize the value of existing customers, and enhance business efficiency.

"Health Mart is the complete solution I need to not only run a successful and efficient pharmacy, but to provide patients with cutting-edge clinical services," said Gary Butler, owner, Hot Springs Village Health Mart Pharmacy (Hot Springs, AR). "With Health Mart, I know that I'm always going to have access to the innovative programs I need to compete on all levels."

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With the introduction of key business-building solutions, Health Mart is empowering independents to:

- **Attract New Customers**
 - **Health Across America Tour** — Taking its mobile wellness tour to the next level, Health Mart will soon launch a *Health Across America* Tour to educate the public on the important role of community pharmacy. A Health Mart-branded RV will tour the country, stopping at key community locations and Health Mart pharmacies to provide free health screenings to interested community members, including those who may not have regular access to healthcare services. As one of the most accessible and trusted healthcare professionals, pharmacists are uniquely positioned to help improve healthcare accessibility, lower costs, and increase safety by delivering appropriate clinical services that help patients achieve better drug therapy outcomes and manage chronic illnesses (such as diabetes, high blood pressure, and asthma). Health Mart's *Health Across America* tour will aim to reaffirm this vital and growing role of community pharmacy.
 - **Advertising** — Health Mart's national advertising campaign continued throughout the year with new television ads introduced within the last couple of weeks that highlight Health Mart's No. 1 customer satisfaction ranking by WilsonRx. In addition to national advertising, franchisees benefit from matching funds for local advertising, as well as a wealth of customizable patient education, marketing and advertising, and public relations resources.
- **Maximize the Value of Existing Customers**
 - **Medication Adherence**
 - **McKesson Patient Outreach Network** — More than 1,500 independent pharmacies have joined the McKesson Patient Outreach Network since it was introduced one year ago. The network serves as the platform and mechanism through which participating Health Marts can access and deliver a variety of adherence programs, from refill reminders to pharmacy counseling programs. In April, the network launched a Patient Education and Refill Reminder program, enabling participating pharmacists to send refill reminder letters to patients on participating branded drug therapies. Health Mart pharmacies receive reimbursement for the letters they send from participating manufacturers.
 - **Pharmacy Intervention Pilot Program** — This week, McKesson is announcing the launch of a pharmacy counseling pilot program designed to increase patient adherence to prescribed drug therapies through a series of targeted, motivational interventions conducted at the pharmacy counter. Delivered via the McKesson Patient Outreach Network, the pilot program is being conducted in sponsorship with Pfizer and Boehringer Ingelheim and will focus on increasing patient adherence to Pfizer's Chantix[®] (smoking cessation) and Boehringer Ingelheim's Spiriva HandiHaler[®] (chronic obstructive pulmonary disease) medications.
 - **Medication Therapy Management (MTM)** — At the end of March, McKesson launched a pilot MTM program with the Wisconsin Pharmacy Quality Collaborative (WPQC), a multi-organizational initiative led by the Pharmacy Society of Wisconsin. Under the pilot program, participating Health Marts are using the McKesson MTM solution — comprised of software and services — to deliver MTM services to patients, and receive reimbursement for these services from participating payors. McKesson's MTM solution is the industry's first solution designed to strengthen communication among a patient's key care providers — pharmacists, payors, physicians, and clinicians — to reduce adverse drug events, increase medication

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adherence, and support healthy lifestyle changes. Through the WPQC pilot program, McKesson aims to establish an industry-wide standard for MTM.

- **Enhance Business Efficiency**

- **Health Mart University (HMU)** — Launched this week in Las Vegas at the 2008 McKesson Pharmacy Strategies Conference, HMU offers franchisees a selection of accredited courses designed to help them run a best-in-class pharmacy. HMU was created to assist Health Mart pharmacies in areas such as delivering emerging patient care services, boosting front-end sales, maximizing profitability, improving efficiencies through pharmacy systems and automation, and taking advantage of new revenue opportunities. Courses are moderated by industry experts as well as Health Mart pharmacists. HMU also offers regional breakout sessions designed to encourage participants to exchange best practices with other Health Mart pharmacists in their area.
- **EnterpriseRx™** — McKesson Pharmacy Systems (MPS) announced today the availability of EnterpriseRx, its next-generation pharmacy management system for independent pharmacies (see announcement, “EnterpriseRx Launches Today for Independent Pharmacies”). A fully integrated and centrally hosted pharmacy management system (Application Service Provider model), EnterpriseRx centralizes data, reporting, pricing, and drug updates, providing independents with the operational control, visibility, and support needed to help reduce costs and streamline administrative tasks. The Web-based system’s innovative features differentiate it from any other pharmacy system on the market, including: flexible, queue-based workflow with activities organized by user role; centralized databases (such as patient, prescriber, third party, product, price, and so on); and real-time communication. McKesson Pharmacy Systems also continues to support its Pharmaserv® pharmacy management system for independent pharmacies.
- **Parata Systems®** — McKesson’s exclusive automation partner, Parata, today unveiled the industry’s first and only next-generation pharmacy automation systems: Parata Mini™ and Parata Max™ (see announcement, “Parata Systems Launches First and Only Next-Generation Pharmacy Automation”). Parata Max and Mini are designed to support once-daily maintenance, and introduce an innovative two-sided layout that segregates inventory and dispensing activities to increase throughput, reduce bottlenecks, and allow more flexible installation.
 - **Parata Max** builds on the speed and accuracy of the company’s flagship Parata RDS. The system significantly reduces staff support needs, even allowing a full day’s supply of caps and vials to be deposited into the unit at one time. Additionally, the system’s increased output capacity accommodates higher volumes of prescriptions, while greater cell capacity anticipates continued movement toward bigger pills and bigger fills.
 - **Parata Mini**, a semi-automated version of the same core technology, eliminates cell exchanges, making it easy for even start-up pharmacies to open their doors with automation, while creating the first scalable migration path from entry-level to full automation. Parata Mini automates counting for the top 49 prescription movers, which is typically about 30% of a pharmacy’s total prescription volume.
- **McKesson Reimbursement Advantage** — Introduced at the end of December 2007, McKesson Reimbursement Advantage is the industry’s most comprehensive reimbursement optimization package, comprising financial services (automated claim resubmission), analytic services, customer care, and market-leading pre and post edits (PPE). Unlike competitive offerings, McKesson Reimbursement Advantage has a dedicated team of advisors, ensuring that each participating Health Mart has a committed reimbursement expert to identify untapped reimbursement opportunities. The solution has been proven to increase a pharmacy’s net profit by \$150 to \$1,250 per month.



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About Health Mart

Health Mart Systems, Inc.[®], today's fastest-growing independent pharmacy network in the U.S., helps independent pharmacies compete locally and nationally by delivering managed care contracting services, marketing and advertising tools, in-store programs, and operational support. Health Mart was ranked No. 1 in pharmacy customer satisfaction by Wilson Health Information, a leading consumer insight firm, in the 2008 WilsonRx[®] Pharmacy Satisfaction Survey. Health Mart's distinctive, consumer-preferred logo, store design, and decor help independent pharmacists reinforce their unique role as community healthcare advisors providing exceptional counseling, patient education, and wellness support at similar price points to chain pharmacies. Health Mart delivers industry-leading business value all for a low monthly fee. The Health Mart franchise is owned by McKesson Corporation. For more information, please visit www.healthmart.com.

About McKesson

McKesson Corporation, currently ranked 18th on the FORTUNE 500, is a healthcare services and information technology company dedicated to helping its customers deliver high-quality healthcare by reducing costs, streamlining processes, and improving the quality and safety of patient care. McKesson is the longest-operating company in healthcare today, and will mark 175 years of continuous operations in 2008. Over the course of its history, McKesson has grown by providing pharmaceutical and medical-surgical supply management across the spectrum of care; healthcare information technology for hospitals, physicians, homecare and payors; hospital and retail pharmacy automation; and services for manufacturers and payors designed to improve outcomes for patients.