



ARMADA INTRODUCES ApproveRx, AN ONLINE SOLUTION TO STREAMLINE THE PRIOR AUTHORIZATION PROCESS

January 17, 2012 (Florham Park, NJ): Armada Health Care, LLC (Armada) announces the release of ApproveRx, a web-based platform that streamlines the prior authorization process by expediting communication between pharmacies, prescribers and payers. Using traditional methods, prior authorizations can take several days and involve hours of effort from pharmacies and prescribers. ApproveRx improves turn-around time by facilitating accurate completion of prior authorization forms for virtually all insurance plans and drugs and eliminating time-consuming phone calls and faxes.

"ApproveRx enables pharmacies and prescribers to leverage technology to improve their efficiency," said Lawrence J. Irene, RPh., CEO of Armada. "We have made the entire process electronic—from form selection and completion through tracking submissions and statuses. And, because it requires only a standard browser, ApproveRx can be immediately integrated within existing workflows, processes and systems, making it an easy-to-deploy tool."

After a user enters a drug name and insurance plan, ApproveRx locates the required insurance or PBM prior authorization form from a central repository of thousands of documents. Users can leverage ApproveRx's address book feature to pre-populate forms with existing patient data for faster completion. Users can then submit forms to a prescriber or to a health plan for approval via ApproveRx's e-fax capability. The process of transferring data between prescribers, pharmacies and health plans can be utilized within HIPAA-compliant systems, protecting patient confidentiality. Forms may also be completed in hardcopy. ApproveRx also provides a dashboard feature to track authorization status and reduce abandoned prescriptions.

"Resolving prior authorizations quickly has been a challenge for both pharmacies and prescribers," continued Mr. Irene. "With more demands on their time than ever before, we realized there was an opportunity to reduce their administrative tasks so they can focus on what they do best—caring for patients."

Armada is committed to continually upgrading ApproveRx with the release of an enhanced version scheduled this year. Armada also plans to integrate ApproveRx with its powerful Online Therapy Management platform, ReachRx OTM, to support integrated patient management.

For more information or to register for ApproveRx, please visit **www.approverx.com** or **call 1-855-RXFORMS.**

About Armada

Armada Health Care, LLC (Armada) is the nation's largest specialty pharmacy group contracting organization for comprehensive and cost effective access to the nation's \$100 billion specialty pharmacy industry. Armada offers specialty pharmacy providers, pharma/biotech manufacturers, health plans and wholesale distributors a total specialty pharmacy channel management solution through customized patient programs, prescription-data-management services and unique purchasing agreements on specialty pharmacy products purchased and dispensed within this market. For more information about Armada, please visit **www.armadahealthcare.com**.

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