



FALL
2011

ARMADA
Health Care

SPECIALTY PHARMACY CURRENTS

Brought to you by Armada Health Care

Armada partners with St. John's University faculty for ReachRx OTM - Online Therapy Management!

Armada is pleased to announce a collaboration agreement with Danielle Ezzo, Associate Clinical Professor of Pharmacy at St. John's University College of Pharmacy and Allied Health Professions.

ReachRx
OTM

ONLINE THERAPY MANAGEMENT

St. John's University faculty member Danielle Ezzo, B.S., Phm., Pharm.D, will assist in the development of all clinical protocols and medication assessment tools across the therapeutic categories supported by our ReachRx Online Therapy Management (OTM) system, which includes 15 disease states ranging from HIV/AIDS to oncology.

"Ms. Ezzo's clinical experience allows Armada to continue to deliver the highest quality web-based therapy management applications for our member pharmacies to effectively and efficiently manage patient protocols for specialty medication therapies", said Lawrence Irene, CEO of Armada Health Care. Among its many benefits, the ReachRx OTM tool tracks adherence and helps increase patient compliance, which in turn benefit our partners in pharma and biotech drug manufacturing".

"I am well aware of the growing importance of specialty pharmacies," Ms. Ezzo told me. "I am fortunate to utilize my deep clinical knowledge and experience to team with Armada Health Care, a leader in this area."



Lawrence Irene, CEO
Armada Health Care

ReachRx OTM provides a web-based management support system for specialty pharmacies. This innovative application allows pharmacies to optimize drug utilization and clinical outcomes for specialty pharmacy patients, and features extensive reporting capabilities that improve fiscal management, and help meet varying payor requirements. Specialty pharmacies that use the ReachRx OTM system can also participate in compliance and limited distribution programs from Armada and our pharma/biotech partners.



Our fully HIPAA-compliant ReachRx OTM system can track adherence outcomes, improve compliance by managing therapy and side effects protocols, and even assess causes of patient attrition through customized discontinuation surveys. ReachRx OTM is readily integratable with most current pharmacy systems. We also offer a private label option, featuring full customization.

For more information on ReachRx OTM,
please contact 866-766-4002 or visit
www.armadahealthcare.com/reachrx

2012 **ARMADA**
SPECIALTY
PHARMACY
SUMMIT



SAVE THE DATE

**8th Annual
Armada Specialty
Pharmacy Summit**

May 1-4, 2012

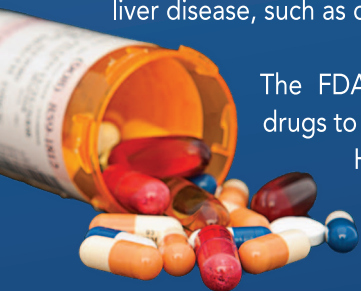
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NEW OPPORTUNITIES, NEW CHALLENGES FOR THE TREATMENT OF HEPATITIS C

Armada Health Care's Director of Clinical Programs, Ed Ochoa, offers an important view on the necessity of pharmacy protocols for the treatment of Hepatitis C patients.

In the United States, about 3.9 million people have chronic hepatitis C of which approximately 80% are infected with HCV genotype I, the most difficult subtype to treat. Less than half of individuals with HCV genotype I will achieve a sustained viral response (SVR) when treated for 48 weeks. People who fail to achieve this goal of therapy remain at risk for severe liver disease, such as cirrhosis and liver cancer.



The FDA recently approved two new drugs to treat certain adults with chronic HCV genotype I. Vertex's Incivek (teleprevir) and Merck's Victrelis (boceprevir) are approved to be used only in combination with standard HCV therapy, peginterferon alpha and ribavirin. These new protease inhibitors interfere with the ability of the virus to replicate and can shorten the duration of therapy and increase cure rates for patients who are naïve to treatment or previously failed standard combination therapy.

Specialty pharmacists play an important role in keeping HCV patients compliant to this triple therapy medication regimen. Maintaining compliance has always been critical to achieving a SVR but the introduction of another drug, with a high pill burden, to an already complicated combination therapy will make pharmacist intervention all the more necessary.

Teleprevir and boceprevir have similar daily dosing schedules but are not started at the same point in therapy. In addition, the duration of therapy will be dependent on the viral load response and HCV RNA blood levels will need to be monitored at multiple points during treatment. While both medications are to be taken with food, teleprevir should be administered with a non low-fat meal (approximately 20 grams of fat).



Ed Ochoa, R.Ph
Armada Health Care

Pharmacies that have protocols to manage HCV patients through this complex treatment will have greater success keeping their patients adherent to therapy. The result will be more patients achieving a viral cure and an increased referral base from physicians who see superior therapy management for their patients.

Armada Healthcare is proud to offer qualifying pharmacies across the nation a hepatitis C program that utilizes the ReachRx OTM, Online Therapy Management system. ReachRx OTM is a web-based patient care tool allowing pharmacies to optimize drug utilization and clinical outcomes, resulting in enhanced care for specialty patients. The Online Therapy Management system includes custom patient scripts, assessment tools and side effect management protocols for more than 15 specialty disease states. The hepatitis C module found in ReachRx OTM integrates the new protease inhibitors into a task schedule to assist pharmacists with interventions at the critical junctures of therapy.

For more information on Armada's programs and services, please call 866-766-4002 or visit www.armadahealthcare.com



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2011 PHARMACY & TECHNOLOGY CONFERENCE

Armada was pleased to exhibit at this year's Pharmacy and Technology Conference hosted by the National Association of Chain Drug Stores (NACDS), on August 27th-30th in Boston, MA. The conference included top executives from over 130 retail companies comprised of chain drug stores, supermarkets, and mass merchants that represent more than \$200 billion in annual sales for prescription drugs, OTC and home healthcare. At the conference, Armada showcased two of its new ReachRx patient-support services, ReachRx OTM (Online Therapy Management) and Prior Authorization Services.

- ReachRx OTM is a web-based patient care tool allowing pharmacies to optimize drug utilization and clinical outcomes, resulting in enhanced care for specialty patients. ReachRx OTM is HIPAA-compliant and integrates fully with most pharmacy dispensing systems for reliable and fast response times. **Please visit www.armadahealthcare.com/reachrx for more information or to schedule a live demo.**
- Armada's Prior Authorization Services powered by Emdeon, offer a complete solution to managing time-consuming prior authorizations, enabling pharmacies to increase both prescription and patient retention. With Armada's HIPAA-compliant Prior Authorization Services, pharmacies can maximize resources and return on investment through increased PA approval rates.

For more information on Armada's key programs and services, please contact us at 866-766-4002 or marketing@armadahealthcare.com.



Armada braves the hurricane and exhibits at this year's Pharmacy & Technology Conference in Boston

ReachRx

PRIOR AUTHORIZATION SERVICES

To learn more about the ReachRx Prior Authorization Services, please visit www.armadahealthcare.com/pa_reachrx



To learn more about Emdeon, or to become a customer, please visit www.emdeon.com/pharmacy

CONTRACTED PHARMA/BIOTECH PROGRAM CASE SNAPSHOT

ARMADA
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ReachRx
OTM



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A glimpse of one of Armada's ground-breaking compliance programs!

At the request of a major Pharma/Biotech manufacturer, Armada developed a program to increase compliance and adherence of specialty patients on cancer therapy by integrating specialty services into the retail environment and enhancing existing specialty services.

Armada sourced a network of qualified specialty and retail pharmacies to participate in the program. The ReachRx OTM, Online Therapy Management system was utilized to initiate patient communications at key intervention points and track results. Custom, back-end patient support services included welcome to therapy calls, late to refill calls and unable to reach letters for those patients unable to be reached via phone.

Armada flawlessly executed the program as a result of our ability to source a network of specialty and retail pharmacies that dispense the product. ReachRx OTM coupled with our call center's expertise was integral in completing and tracking the patient interventions at key points in therapy.

The program resulted in a 6 to 1 return on investment for the Pharmaceutical/Biotech partner. In addition, participating pharmacies experienced a 20% increase in foot traffic and a significant increase in fill rates.

The Pharma/Biotech community today increasingly understands the importance of specialty pharmacy and partnering with Armada Health Care to achieve their marketing goals. Armada's Oncology compliance program is just another example of how we consistently deliver value to our members and partners.

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