

## NEWS

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### **DRUG STORE NEWS AND ARMADA HEALTH CARE JOIN FORCES TO LAUNCH NEW SPECIALTY PHARMACY MAGAZINE**

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*New media venture will serve industry executives in estimated \$500-billion new market*

New York, NY (June 15, 2008) — *Drug Store News* Group, in affiliation with Armada Health Care, today introduced a new magazine, *Specialty Pharmacy*, to serve the fastest-growing segment of the health care market.

Millions of chronically ill patients who once could be treated only in a hospital today have an increasing number of clinic, home-based, and other alternative options for administering their medications and managing their regimens. Specialty pharmacies that support their complex pharmaceutical needs and protocols have become central to their care.

“The \$70 to \$80 billion specialty pharmacy market, which is being fueled by a rapidly expanding pipeline, is forecast to grow to more than \$500 billion in the next 15 to 20 years,” said *Specialty Pharmacy* Publisher John Kenlon. “*Specialty Pharmacy* is a new information resource created exclusively for the industry executives and pharmacy professionals who are leading the way.”

In 1990, there were 10 specialty pharmaceuticals on the market and 100 in the pipeline. By 2010, it is estimated there will be as many as 500 commercialized products in the field and 2,000 more in various stages of research and development.

Armada Health Care, the nation’s leading channel management and advocacy organization for the specialty pharmacy segment, has been at the forefront of this trend, and is an affiliate partner in the *Specialty Pharmacy* launch.

“From one end of the pipeline to the other, the specialty pharmacy marketplace is driven by innovation,” said Armada CEO, Lawrence Irene. “We are proud to work with *Drug Store News* to launch *Specialty Pharmacy*. Together we will help to further educate the pharmacy industry about the people, programs and potential that are moving this market forward.”

Drug Store News Group Editor Rob Eder, widely recognized for his understanding of the macro forces that shape the pharmacy industry, is editor-in-chief of *Specialty Pharmacy*. He says he plans to establish it as the media voice of this emerging market.

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“The extraordinary pace of innovation in specialty pharmacy demands a new level of media attention,” said Eder. “*Specialty Pharmacy* will heighten awareness of the growing network of direct services and affiliated businesses that are growing around this new brand of patient care.”

Eder’s team includes a core group of magazine editors working in consultation with Armada Health Care and an advisory board of industry professionals who will bring hands-on experience and insights to every issue.

Specialty Pharmacy is scheduled to debut in August 2009, with quarterly publication of the magazine set to begin in January 2010.

For information about editorial coverage or advertising opportunities, call or click Associate Publisher Wayne Bennett at 212-756-5157/ [wbennett@drugstorenews.com](mailto:wbennett@drugstorenews.com)

***About Drug Store News Group***

The *Drug Store News Group* has been the voice of the retail pharmacy industry for more than seven decades. The Group’s flagship magazine, *Drug Store News*, serves nearly 40,000 subscribers and is the anchor of the industry’s #1 website, [drugstorenews.com](http://drugstorenews.com), with more than 60,000 unique visitors each month. The Group also produces the “influencer” media titles *Pharmacy Practice*, *Pharmacy Tech News* and *Retail Clinician*, named “Best Healthcare Business Publication” (Silver Award) in 2008 by MM&M. *Drug Store News Group* events include the Retail Clinician Education Congress, a professional development and networking forum produced in partnership with the Convenient Care Association to serve the growing community of nurse practitioners, physician assistants and managing executives working in retail clinics, and the annual Industry Issues Summit/Diabetes Roundtable. For more information about *Drug Store News* media options and opportunities, visit [www.drugstorenews.com/foradvertisers](http://www.drugstorenews.com/foradvertisers).

***About Armada Health Care***

Armada Health Care has created the nation’s leading organization for comprehensive access to the specialty pharmacy market. Armada offers channel management solutions and customized programs that benefit specialty pharmacy providers, pharmaceuticals/biotech manufacturers, payors, and, most importantly, patients. For more Information please visit [www.armadahealthcare.com](http://www.armadahealthcare.com)

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