

# Wisconsin National Cooperative <sup>TM</sup>

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**FOR IMMEDIATE RELEASE**

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**WisconsinRx/National CooperativeRx Grows to Meet Demand for Unique Pharmacy Benefit Solution**

*Mary Borland Joins Employer Coalition as Senior Director of Sales & Account Management*

WisconsinRx/National CooperativeRx, an innovative coalition of employers and organizations that have joined together to purchase prescription benefits for their employees, has hired Mary Borland to oversee its member sales and account management functions.

Greg Horstman, CEO of the not-for-profit coalition, said it was the perfect time to add someone with Borland's talents and experience to his account team. "As a result of keeping our drug trend well below industry standards for the past several years, we need to expand," Horstman said. "Mary will be able to step in and immediately begin working with employers, their agents and other insurance partners to add value to the services we provide and look for new ways to meet their prescription benefit needs."

Prior to joining WisconsinRx/National CooperativeRx, Borland was the Director of Sales and Member Services at The Alliance, another employer-owned health care purchasing cooperative that Borland spent sixteen years helping to grow into one of the leading health care purchasing pools for self-funded employers in the Midwest.

Borland has a B.S. in Business Administration from the University of Wisconsin-Stevens Point and is a graduate of the UW School of Business/Executive Education "Excellence in Marketing" Certificate Series. She is also a licensed health and life insurance agent, a member of The Business Forum and is the past Board Chair for WisconsinRx/National CooperativeRx.

**About WisconsinRx/National CooperativeRx**

WisconsinRx/National CooperativeRx is a prescription drug purchasing cooperative owned and governed by its member companies. Upon joining, members become the cooperative's shareholders, electing its Board of Directors and receiving dividends. Founded in 2003, the coalition today consists of 450 member companies and organizations providing benefits to 250,000 employees and dependents. The cooperative operates nationwide through its National Cooperative Rx Division.

WisconsinRx's combined purchasing power allows the cooperative to negotiate aggressive pricing and favorable contract language with CVS Caremark, the coalition's pharmacy benefit manager. Volume purchasing allows all cooperative members, regardless of size or revenue, to access deep drug discounts and enhanced clinical programs typically offered only to the largest companies in the nation.

At the same time national pharmacy cost trend has increased ten to twelve percent annually, coalition members have benefitted from average annual cost increases of just 1.3 percent.