

Wisconsin National Cooperative TM

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FOR IMMEDIATE RELEASE

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Dean M. Hoffman Joins National CooperativeRx Division as Director of Strategic Accounts

Nationally Recognized Speaker and 30 Year Industry Veteran joins Employer Coalition Staff

WisconsinRx/National CooperativeRx, an innovative coalition of 450 employers and organizations across the country that have joined together to leverage high value prescription benefits for their employees, has hired Dean M. Hoffman to oversee national account sales. Hoffman currently serves on the National Association of Health Underwriters (NAHU) Board of Trustees.

For 30 years, Hoffman has specialized in large group self-funded arrangements with a focus on prescription plan analysis and integrated lifestyle/wellness programs. Hoffman's breadth of experience with self-funded arrangements has made him a much sought after speaker at employee benefit conferences across the nation, where he has earned a reputation as a skilled presenter who makes difficult concepts easy to understand.

Hoffman has been a long-time advocate on legislative issues affecting employee benefit specialists, actively participating in NAHU's lobbying efforts and briefing members of Congress and staff about the health insurance marketplace. In addition to serving on the board, Hoffman also chairs the NAHU Membership Committee and has volunteered for a number of the organization's task forces and committees. He is also an active member and past President of Wisconsin Association of Health Underwriters, NAHU's affiliate in Wisconsin.

Hoffman says he is excited to be joining WisconsinRx/National CooperativeRx. "This is an organization I have proudly recommended for my clients through the years as a result of the significant cost savings, historically low trend and employee-focused clinical programs," Hoffman explained. "This kind of innovation is the future of pharmaceutical benefit management, and I'm happy to now be a part of it."

Hoffman is a 2004 recipient of the NAHU Distinguished Service Award and was honored by the Wisconsin Association of Health Underwriters (WAHU) in 2007 with the Robert C. Gilray Distinguished Service Award.

About WisconsinRx/National CooperativeRx

WisconsinRx/National CooperativeRx is a not-for-profit, nationwide prescription drug purchasing coalition owned and governed by its member companies. Upon joining, member plan sponsors 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 coalition's combined purchasing power allows the cooperative to negotiate aggressive pricing and favorable contract language with the nation's premier pharmacy network, CVS/Caremark. Volume purchasing allows all coalition 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, WisconsinRx/National CooperativeRx members have benefitted from average annual cost increases of just 1.3 percent.

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