

Wisconsin National Cooperative TM

April 27, 2009

FOR IMMEDIATE RELEASE

For more information, please contact:

Melissa Duffy, 608-334-0624

melissa.duffy@charter.net

WisconsinRx/National CooperativeRx Names Deb Thomsen Vice President of Coalition Development

Pharmacy benefit coalition sets sights on value-added programs

WisconsinRx/National CooperativeRx, an innovative coalition of employers and organizations that have joined together to purchase prescription benefits for their employees, has promoted Deb Thomsen to Vice-President of Coalition Development. In her new position, Thomsen will work closely with employers and member organizations to identify ways the coalition can bring greater value to members through enhanced clinical programs, improved communications as well as expanded auditing and reporting.

Greg Horstman, CEO of WisconsinRx/National CooperativeRx, said the new position was created to help clients find every possible avenue to save dollars, keep trend low and improve employee wellness. "Our commitment to our employer owners is that we will always be on the cutting edge and excel at what we do," he said. "That means we need someone with Deb's vast experience to be on the look-out for new ideas and improvements."

Thomsen started with WisconsinRx when it was founded in 2003. With her help, the coalition quickly grew into one of the premier choices for U.S. employers looking for pharmacy management solutions through its National CooperativeRx division. Thomsen holds a Masters degree in Business/Health Care Administration from the UW-Madison and has 15 years of experience in the health care industry including hospital and clinic operations, managed care contracting, and network development.

About WisconsinRx/National CooperativeRx

WisconsinRx/National CooperativeRx can focus on service because of its unique, not-for-profit business model. The prescription benefit purchasing coalition is a cooperative owned and governed by its member companies. Employer members become the cooperative's shareholders, electing its Board of Directors and receiving dividends.

Founded in 2003 by three employer organizations, the cooperative today consists of 450 member companies and associations providing benefits to 250,000 employees and dependents. 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.

Wisconsin National Cooperative TM

###