



999 FOURIER DRIVE, SUITE 301
MADISON, WI 53717



DRUG UTILIZATION REVIEW

Navitus Customer Care
Phone: 866-333-2757 (toll-free)
Monday – Friday, 7 a.m. - 9 p.m. Central Time

<DATE>

Dear <MAILTO_PROV_FIRST_NAME+MAILTO_PROV_LAST_NAME+MAILTO_PROV_TITLE>:

Enclosed with this letter are profiles for patients who have pharmacy benefit coverage through Navitus Health Solutions. This information is being offered as a means to support the quality care you provide. The patient profiles were selected based on retrospective claims analysis with criteria described below. Please review the profiles and, if warranted, take appropriate action based on your professional judgment.

Preferred Brand Alternatives

This program identifies opportunities to prescribe lower net cost alternatives to higher priced medications in the same therapeutic category. Please review the enclosed report listing patient(s) under your care who may be candidates for lower net cost medications. These patient profiles were compiled based on retrospective pharmacy claims analysis over the last four months. If you determine this program is appropriate for your patient(s), please transition their prescription(s) to an identified alternative.

As a truly transparent Pharmacy Benefit Manager, Navitus receives revenue only from the clients we serve. We pass-through 100% of the savings from our programs to our clients and their members in the form of reduced net drug spend. This helps to keep health care accessible and affordable for your patient(s).

We hope you find this information beneficial. If you have any questions or concerns regarding this program, please contact Navitus Health Solutions Customer Care toll-free at 1-866-333-2757.

Sincerely,

Thomas Radloff, Registered Pharmacist
Director, Clinical Pharmacy Operations
Navitus Health Solutions

Steven Jones
Program Manager, Drug Utilization Review
Navitus Health Solutions



NAVITUS
HEALTH SOLUTIONS



<MAILTO_PROV_FIRST_NAME*MAILTO_PROV_LAST_NAME*
MAILTO_PROV_TITLE
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<MAILTO_PROV_CITY*MAILTO_PROV_STATE*MAILTO_PROV_ZIP>

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Analysis Period: <DATE_START> to <DATE_END>

QUICK ACTION SUMMARY

- Please review this listing of patients who are candidates to receive lower net cost medications in the same therapeutic category.
- If you determine a lower net cost medication may be appropriate, please consult with your patient(s) to transition them to an identified alternative.
- The prescribing opportunities presented in this report are not mandatory, but provided as a service to help control costs of prescription medication.

Navitus Preferred Brand Alternatives Program Prescriber Report

Patients Taking Medications with Lower Net Cost Alternatives Available

Patient Name	Date of Birth	Current Medication	Quantity	Recent Fill Date	Pharmacy Name and Phone	Lower Net Cost Medications to Consider
<PATIENT_FIRST_NAME*PATIENT_LAST_NAME>	<PATIENT_BIRTH_DATE>	<DRUG_NAME>	<PRODUCT_QUANTITY>	<DRUG_FILL_DATE>	<PHARMACY_NAME* <PHARMACY_PHONE>	<ALT1_DRUG_NAME* <ALT2_DRUG_NAME* <ALT3_DRUG_NAME* <ALT4_DRUG_NAME* <ALT5_DRUG_NAME>
<PATIENT_FIRST_NAME*PATIENT_LAST_NAME>	<PATIENT_BIRTH_DATE>	<DRUG_NAME>	<PRODUCT_QUANTITY>	<DRUG_FILL_DATE>	<PHARMACY_NAME* <PHARMACY_PHONE>	<ALT1_DRUG_NAME* <ALT2_DRUG_NAME* <ALT3_DRUG_NAME* <ALT4_DRUG_NAME* <ALT5_DRUG_NAME>
<PATIENT_FIRST_NAME*PATIENT_LAST_NAME>	<PATIENT_BIRTH_DATE>	<DRUG_NAME>	<PRODUCT_QUANTITY>	<DRUG_FILL_DATE>	<PHARMACY_NAME* <PHARMACY_PHONE>	<ALT1_DRUG_NAME* <ALT2_DRUG_NAME* <ALT3_DRUG_NAME* <ALT4_DRUG_NAME* <ALT5_DRUG_NAME>

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Pfizer enlists doctors to defend Lipitor

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By Rita Rubin, USA TODAY

Pfizer, faced with the potential loss of billions of dollars as patients with high cholesterol switch from Lipitor to generic Zocor, has been helping doctors wage a letter-writing campaign to slow the tide.

Lipitor's U.S. patent doesn't expire until March 2010, but health plans are encouraging patients and doctors to switch to the cheaper generic Zocor, or simvastatin.

Generic simvastatin became available in the USA last June. By December, doctors had written 2.5 million prescriptions for it, Consumers Union says. Lipitor still accounted for 43% of all statin prescriptions in the latter half of 2006, the group found.

Pfizer sent doctors a CD containing two letters, one to health plans, one to pharmacists. The letters argue that switching from Lipitor to a generic statin "for cost reasons alone will undermine the clinical judgment that went into the decision to prescribe Lipitor for this patient."

"They're using doctors as a human shield to protect them from losing business," said Sidney Wolfe, director of the Public Citizen Health Research Group. "I would say it's unethical."

Wolfe added that the generic statin is just as effective as Lipitor.

Pfizer spokeswoman Vanessa Aristide did not answer questions about when the company began shipping the CDs or how many doctors have received them. The letters "were developed at the request of physicians who said that they would like to reach out to plans to let them know their thoughts on what should drive prescribing decisions for their patients," Pfizer said in a statement provided by Aristide.

Generic statins (pravastatin and lovastatin are also available) helped Express Scripts, a pharmacy benefits management company, save its client health plans \$126 million in 2006, said Ed Weisbart with Express Scripts.

Simvastatin is in WellPoint's GenericSelect program, which is available through Blue Cross/Blue Shield plans in 14 states. WellPoint's Brian Sweet says switching saves plans \$70 to \$80 a month per patient.

"In its day, simvastatin was a phenomenal blockbuster," says cardiologist James Moon, who has helped spearhead the switch from Lipitor to simvastatin in Great Britain, where the latter went generic in 2004. "It now also represents fantastic value for the money."

The 40-milligram dose of Lipitor may still be appropriate for patients who need the most aggressive treatment, such as those who have had a heart attack, says Moon, of London's University College. Aristide says a quarter of Lipitor patients take that high of a dose.

Statins Update for City of Milwaukee (04/03/2007)

Drug	Ave Cost Before Copay (as of 04/01/07)
Branded Statins	
* <i>Lipitor</i>	\$97 per rx
* <i>Crestor</i>	\$90 per rx
* <i>Vytorin</i>	\$93 per rx
Generic Statins	
*simvastatin	\$15 per rx
pravastatin	\$18 per rx
lovastatin	\$19 per rx

*Indicates a high potency statin

- All high potency statins have similar FDA approved indications and have similar efficacy at lowering cholesterol levels.
- All high potency statins have similar reports of adverse events and overall safety profiles
- *Lipitor*, *Crestor*, and the generic statins can be tablet split for additional savings. (*Vytorin* should not be split as it is a combination of two active ingredients, simvastatin and ezetimibe.)
- If a member changes from one statin to another, the physician will often require a blood test to determine the effectiveness of the new medication in lowering the cholesterol and to monitor for any side effects.