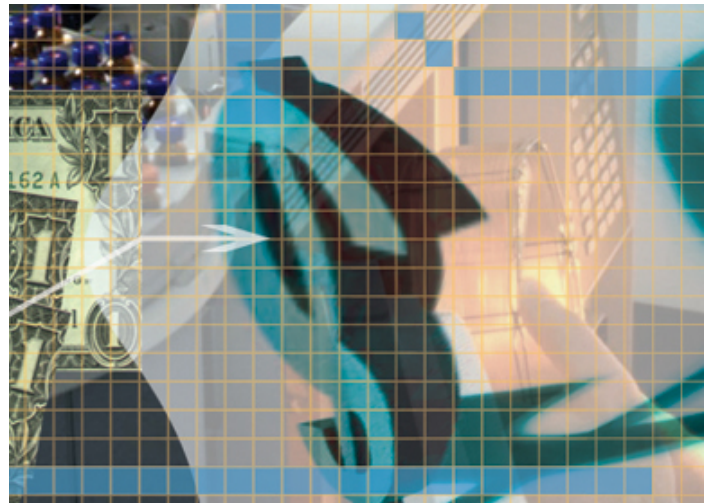


How do PBM's and Health Plans Make Money?

Pricing Transparency is a hot topic for health plans and employers as they wrestle to understand the business tactics PBM's employ to increase margin yields. PHSI provides an in-depth review for pharmaceutical sales and support teams to understand the various revenue paths PBM's seek. **How Do PBM's and Health Plans Make Money?** probes pricing transparency by looking at:

- Evolution of PBM Transparency Issues
- Identifying PBM Financial Spreads
- Additional Sources of PBM Revenue
- Pharmacy, Pharmaceutical Manufacturer, and Health Plan/Employer Perspectives
- Future Market Trends

Help increase the understanding of **How Do PBM's and Health Plans Make Money?** for your managed markets team. PHSI will review the various dynamics that drive PBM and health plan business decisions aside from negotiating discounts and rebates.



Specific focus will be to understand:

- **Traditional Fee Arrangements**
- **Fee Structure Implications**
- **PBM's - Fee for Service**
 - Lack Incentives to Lower Rx Spend
 - Maximize Rebates vs. Lower Rx Cost
- **Health Plan - Capitation**
 - Existence Relies on Managing Rx Spend
 - Age, Drug Mix, and Utilization Factors
 - More Interested in Lower Net Rx Cost vs. Rebates
 - Aggressive Generic Utilization



Regardless of whether you are targeting new trainees, a seasoned sales force, or a veteran management team, PHSI will develop customized training solutions and interactive case studies to meet your management goals.

For more information, please contact us at (412) 635-4650 or visit us on-line at www.pharmacyhealthcare.com.