



Pharmacy Benefit Information and Knowledge Exchange

Contact: Stanton R. Mehr  
S.M. Health Communications, LLC  
[stan.mehr@smhealthcom.com](mailto:stan.mehr@smhealthcom.com)  
(845) 641-7011 for more information

## **New Conference to Answer Questions About Pharmacy Benefit Costs, Ethics and Contracting**

FOR IMMEDIATE RELEASE

Chicago, October 9, 2007—The rising cost of health benefits should concern everyone in America—consumers, health care providers businesses, health plans and insurers. Many components of the health care benefit contribute to the cost increases, but one of the most confusing components for all stakeholders is the pharmacy benefit.

All health care stakeholders are impacted by dynamic changes in the world of pharmacy benefits, not the least of which is the Medicare Part D prescription drug program. Increasing use of generic-only plan designs (and the increasing introduction of generic drugs for costly brand name products), the complex interplay of consumerism and value, and innovation in pharmaceutical delivery add up to an exciting but challenging world for everyone involved in health care delivery and payment. Why are the costs of the pharmacy benefit rising so fast? What can individual organizations do about it? What should payers look for when contracting with pharmacy benefit managers to ensure that they're getting the best deal?

*On October 18th and 19th, an event will be held at Chicago's Rosemont Convention Center that cost-conscious health care payers and other health care players won't want to miss.*

The Pharmacy Benefits Information and Knowledge Information Exchange (PBIKE) is a unique conference that provides not only valuable information that a company can use during its next benefit negotiation but also access to respected

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experts in the pharmacy benefits field. At PBIKE, attendees have the opportunity to talk one-on-one to experts in the field on 10 different topics, ranging from Medicare Part D and how it affects current employees and retirees to PBM

rebates and PBM accreditation. PBIKE is the only conference that offers direct, across-the-table contact with experts in such critical areas as drug company rebates, pharmacy benefit design, specialty pharmacy, member education among many more.

The confirmed PBIKE Keynote Speaker is **Scott D. McKibbin**, Special Advocate for Prescription Drugs, State of Illinois, who plays an important role in pharmacy benefits policy making for the state's Medicaid program. Also invited is **Illinois Governor Rod Blagojevich**, a powerful advocate for providing uninsured citizens with health benefits.

PBIKE is organized by TPG Educational Resources, a leader in health care symposium and meeting management. Please log onto <http://pbike.tpger.com> for more information about this important conference.

PBIKE is being sponsored by The Pharmacy Group; Pharmacy Outcomes Specialists; Herman, Mathis, Casey, Kitchens & Gerel, LLP; Robins, Kaplan, Miller & Ciresi LLP and Envision Pharmaceutical Services. PBIKE is an independently owned conference managed by the sponsoring companies.

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