

Medicare Prescription

Drug Congress

November 1, 2005

Dale Wolf



The Health Plan Perspective

- ◆ **How We Viewed the Opportunity**
- ◆ **Critical Success Factors**
- ◆ **Experiences to Date**
- ◆ **Hopes and Fears**

The Opportunity

- ◆ **Largest Jump-Ball in a Generation**
- ◆ **Health Plan Disciplines**
- ◆ **Future Consolidation**

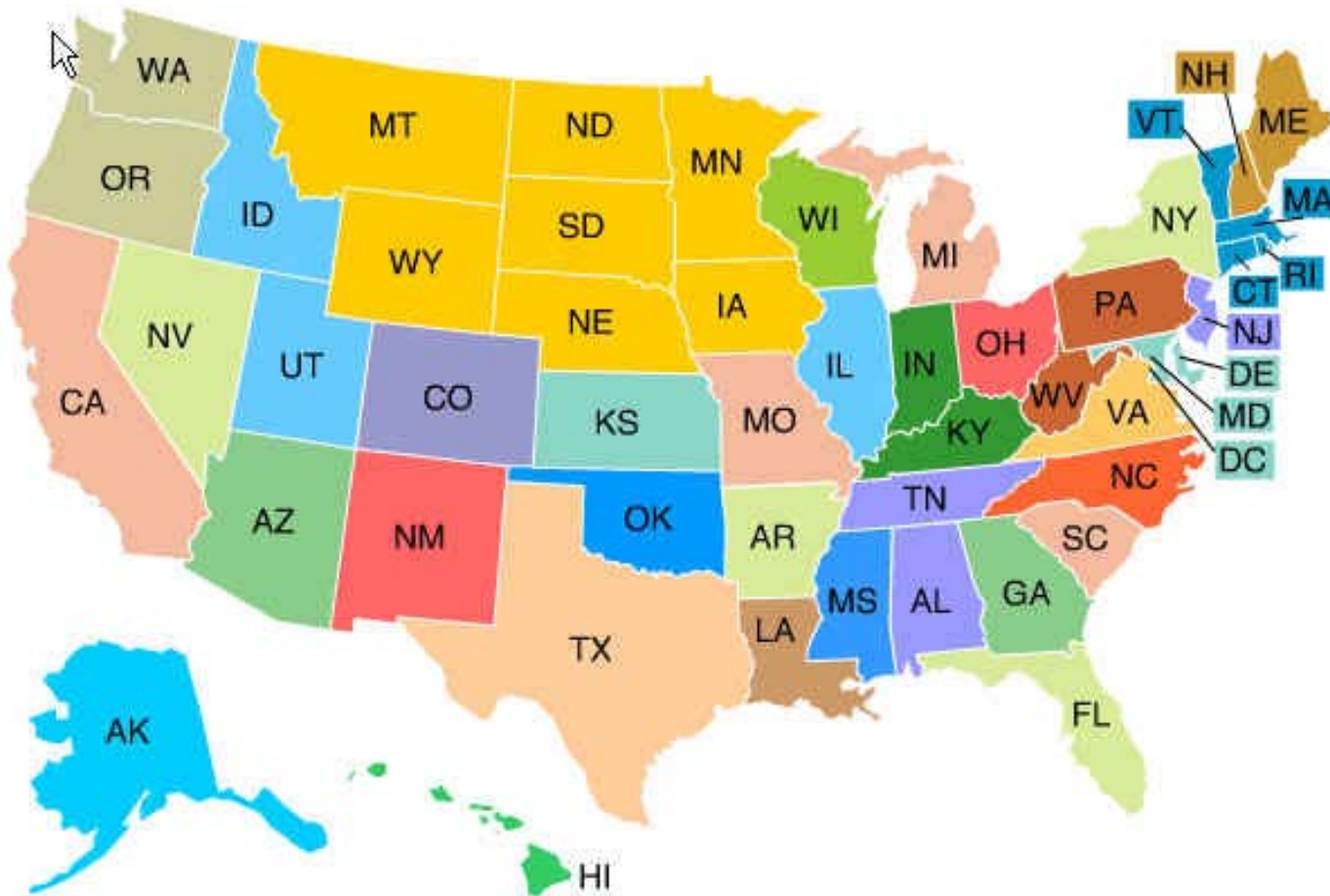
Critical Success Factors

- ◆ **Purchasing**
- ◆ **Process**
- ◆ **Product**
- ◆ **Pricing**
- ◆ **Distribution**

“Mainstream” Products

Advantra[®]Rx

Medicare Prescription Drug Plans Made Easy



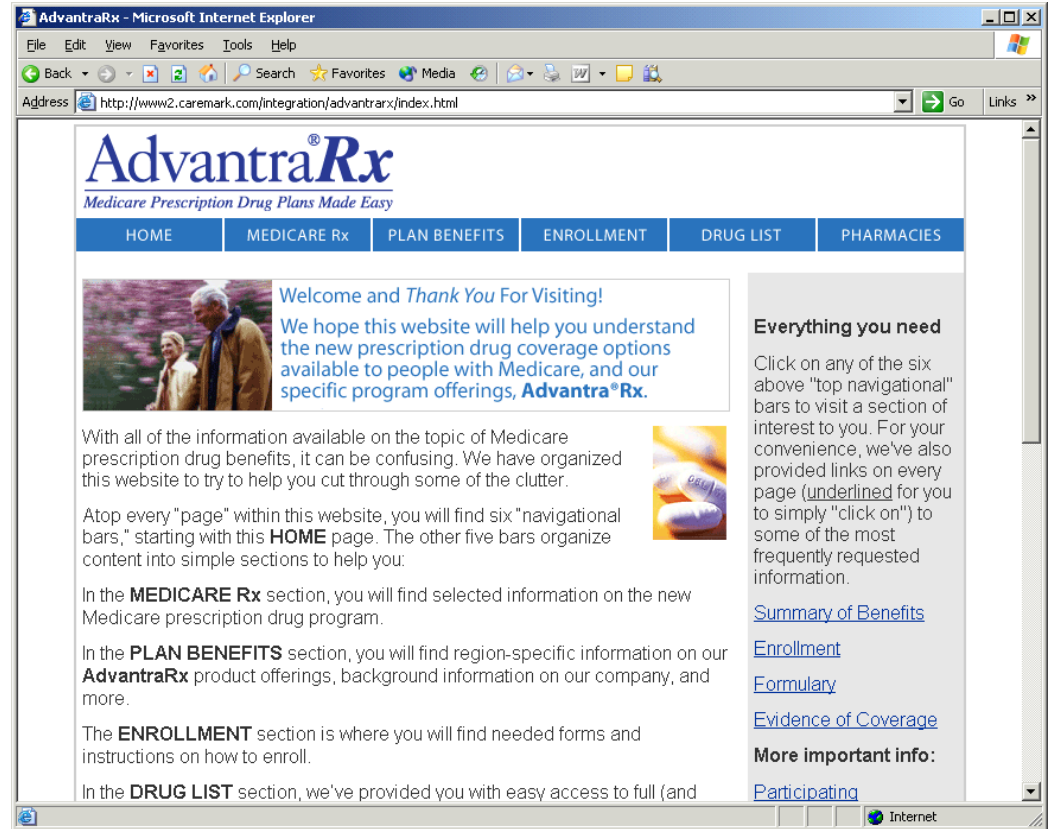
Distribution



AdvantraRx
Medicare Prescription Drug Plans from Coventry

FPO

**The Step-by-Step Guide to
Making Medicare's Prescription
Drug Coverage Work for You**



AdvantraRx - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www2.caremark.com/integration/advantrarx/index.html

AdvantraRx
Medicare Prescription Drug Plans Made Easy

HOME MEDICARE Rx PLAN BENEFITS ENROLLMENT DRUG LIST PHARMACIES

Welcome and *Thank You* For Visiting!
We hope this website will help you understand the new prescription drug coverage options available to people with Medicare, and our specific program offerings, **Advantra®Rx**.

Everything you need
Click on any of the six above "top navigational" bars to visit a section of interest to you. For your convenience, we've also provided links on every page (underlined) for you to simply "click on!" to some of the most frequently requested information.

[Summary of Benefits](#)
[Enrollment](#)
[Formulary](#)
[Evidence of Coverage](#)
More important info:
[Participating](#)

With all of the information available on the topic of Medicare prescription drug benefits, it can be confusing. We have organized this website to try to help you cut through some of the clutter.

Atop every "page" within this website, you will find six "navigational bars," starting with this **HOME** page. The other five bars organize content into simple sections to help you:

In the **MEDICARE Rx** section, you will find selected information on the new Medicare prescription drug program.

In the **PLAN BENEFITS** section, you will find region-specific information on our **AdvantraRx** product offerings, background information on our company, and more.

The **ENROLLMENT** section is where you will find needed forms and instructions on how to enroll.

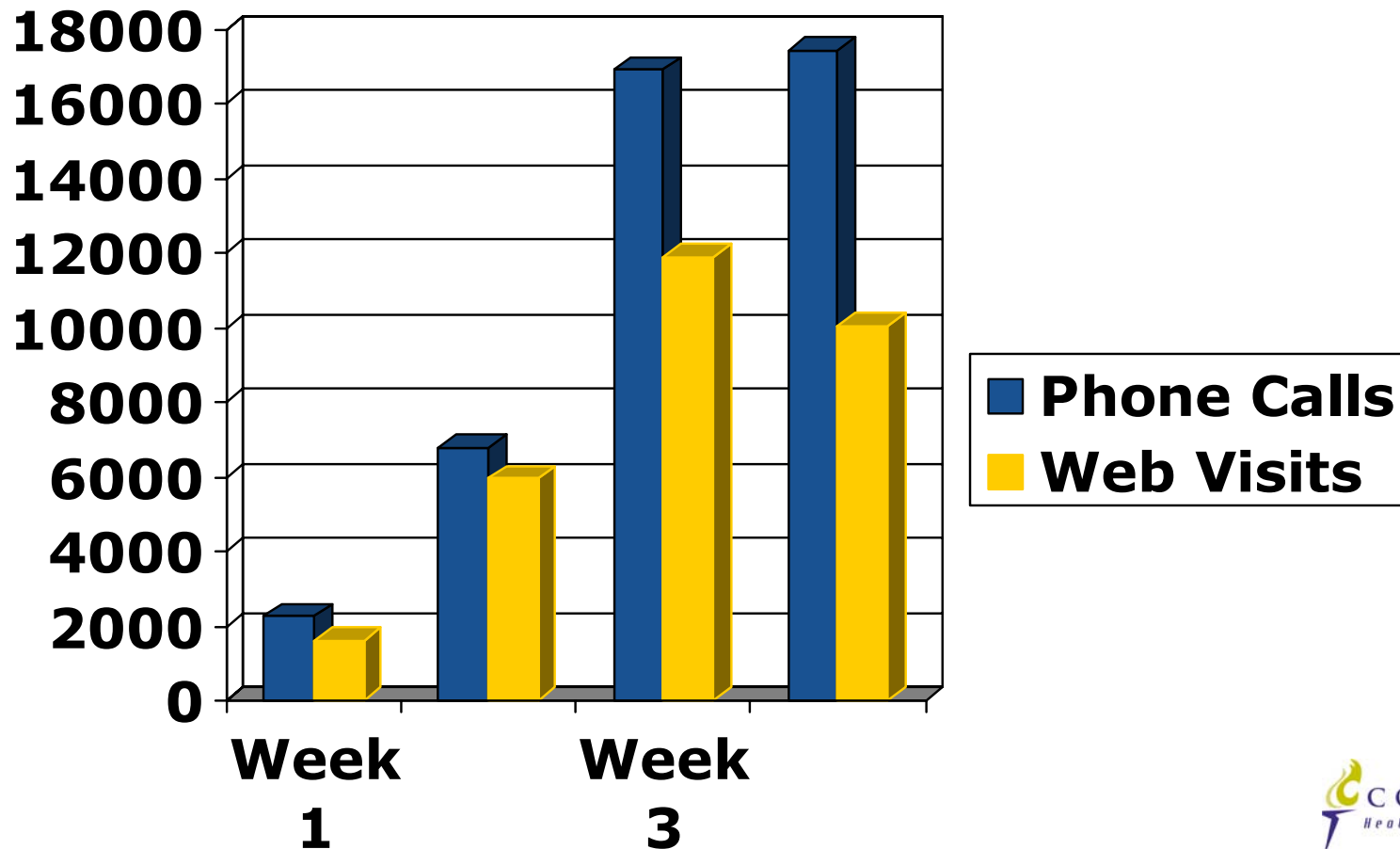
In the **DRUG LIST** section, we've provided you with easy access to full (and

Experiences to Date

- ◆ **Enticing Design**
- ◆ **CMS Met Commitments**
- ◆ **HUGE Undertaking**
- ◆ **So Far, So Good**

So Far, So Good

Response Rates Through Month #1



Hopes and Fears

- ◆ **Operational Challenges**
- ◆ **Senior Acceptance**
- ◆ **Political Impacts**

Medicare Prescription

Drug Congress

November 1, 2005

