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## Daily Conference Call

Monday through Thursday @ 12 PM ET

Dial **424-203-8405**

Conference ID: **464305**



Jim Brewer  
Vice President Pharmacy Relations and Outreach

October 15, 2012

Communication to SmartD Rx Preferred Network Pharmacies

### Important Announcement for Store Managers and Owners:

SmartD Rx plans are a new offering in the Medicare Prescription Drug program that put a special emphasis on the relationship between seniors, their caregivers and their local community pharmacy.

This plan will be served by one of the largest preferred networks in the CMS program. Your pharmacy is part of that network, powered by RxAlly. The first opportunity for voluntary enrollment in this plan is in the upcoming Annual Enrollment Period (AEP). We believe many Medicare beneficiaries will be well-served by the competitive pricing and “pharmacy-centric” services featured in our plans, including 90 day at retail and pharmacy delivered Medication Therapy Management (MTM).

SmartD Rx Licensed Plan Representatives as insurance professionals will be available to work in your store to provide a consultative session with your customers to address their financial and prescription drug plan needs. We believe in many cases the best fit will be SmartD Rx plans.

Please work with these SmartD Rx Licensed Plan Representatives to arrange times in the store that are convenient for your customers and productive for your operations, staff, and the representatives.

Remember that these events must be registered at [www.SmartDRxPharmacy.com](http://www.SmartDRxPharmacy.com) to be compliant with CMS Marketing Guidelines. These guidelines as published by CMS govern the interaction between Medicare beneficiaries, providers, plan sponsors, and our Licensed Plan Representatives.

Thank you for your support of SmartD Rx plans.

Sincerely,

*Jim Brewer*

Jim Brewer  
VP Pharmacy Relations and Outreach.