

Online tools to help pharmacists educate patients on Medicare drug plan options

DUBLIN, Ohio, Sept. 17, 2015 /PRNewswire/ -- In preparation for the open enrollment period, which starts in mid-October and runs through Dec. 7, Cardinal Health is offering its retail pharmacy customers eHealth's Medicare plan comparison tool, as well as the iMedicare platform to help their patients more easily compare Medicare Part D prescription drug plans.

The iMedicare platform integrates with every pharmacy system, so pharmacies can identify patients eligible to choose a Medicare plan and generate a customized report within seconds. iMedicare includes medications a patient may fill at another pharmacy, too. The iMedicare platform is offered at a discounted price for Cardinal Health Pharmacy Services Administrative Organization (PSAO) members.

eHealth's Medicare plan comparison tool is available at no cost and allows busy pharmacists to quickly and easily help their patients find the lowest cost Medicare prescription drug coverage plan to meet their specific prescription drug needs. In a fraction of the time required by other methods, the tool creates a custom plan comparison report, specific to the data entered for each patient, which shows the user health plan options that will save the most money for the patient. The tool also notifies the user if generic medications are available to further reduce healthcare costs for the patient. The information is formatted to be easily printed and shared with the patient, so they can enroll themselves, online, or contact one of eHealth's licensed agents and enroll in a new plan over the phone.

"With approximately 10,000 patients aging into Medicare each day, community pharmacists are ideally suited to help beneficiaries understand their Medicare prescription drug plan options and select the one that best meets their needs," said Elie Bahou, Pharm.D., vice president of Managed Care and Business Development at Cardinal Health. "We're excited to offer our retail pharmacy customers the option to choose the right drug plan comparison tool for their needs, and offer outstanding technology and marketing tools to make it easier than ever to discuss drug plan options with their patients."

In support of the prescription drug plan comparison tools, Cardinal Health is providing participating retail pharmacies access to a comprehensive marketing toolkit, which includes customized printed materials and electronic marketing materials to help raise awareness of the tool among their patients.

"Marketing for the eHealth Medicare Prescription Drug Plan Comparison Tool specifically brought in new families to our pharmacy," said Theresa Tolle, owner and chief pharmacist at Bay Street Pharmacy in Sebastian, Florida. "It's important to identify targeted opportunities for this service...to do a little research to identify what outlets most of your community is paying attention to, and use these great marketing materials to ensure they know you're a resource to help them better understand their Medicare options."

Cardinal Health provides a comprehensive suite of Managed Care services to thousands of independent and regional pharmacies – negotiating contracts on their behalf with health insurance plans and pharmacy benefits managers to help them increase prescription volume and gain access to new patients.

In 2016, the company's PSAO will participate in 13 Part D preferred pharmacy plans that provide additional savings opportunities for Medicare beneficiaries, including the following national Medicare Part D carriers:

- Cigna
- Aetna
- Coventry
- Express Scripts
- Caremark
 - SilverScript
 - United American
- Magellan
- Prime Therapeutics
 - Blue Cross Blue Shield – Arkansas, Alabama, North Carolina, New Jersey, South

Carolina and Tennessee

Learn more about [Cardinal Health's Managed Care services](#).

About Cardinal Health

Headquartered in Dublin, Ohio, Cardinal Health, Inc. (NYSE: CAH) is a \$103 billion [health care services company](#) that improves the cost-effectiveness of health care. Cardinal Health helps [pharmacies](#), [hospitals](#), ambulatory surgery centers, [clinical laboratories](#) and [physician offices](#) focus on patient care while reducing costs, enhancing efficiency and improving quality. Cardinal Health is an essential link in the health care supply chain, providing [pharmaceuticals](#) and [medical products](#) and services to more than 100,000 locations each day and is also the industry-leading [direct-to-home medical supplies distributor](#). The company is a leading manufacturer of medical and surgical products, including gloves, surgical apparel and fluid management products. In addition, the company operates the nation's largest [network of radiopharmacies](#) that dispense products to aid in the early diagnosis and treatment of disease. Ranked #26 on the Fortune 500, Cardinal Health [employs nearly 35,000 people](#) worldwide. More information about the company may be found at www.cardinalhealth.com and [@CardinalHealth on Twitter](#).

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