



## DRUG STORE NEWS AND ARMADA LAUNCH *SPECIALTY PHARMACY* MAGAZINE

Armada Health Care is joining forces with the *Drug Store News Group* to launch the first magazine dedicated to the specialty pharmacy channel. The magazine will provide valuable insight to help fill the rapidly emerging demand for actionable information in the specialty pharmacy marketplace. The new magazine, *Specialty Pharmacy*, will focus exclusively on the fastest-growing segment of health care. This publication will tackle industry issues that are important to our member specialty pharmacies and our Pharma & Biotech partners including editorial content to help promote awareness and shape the direction of this vibrant industry.

In 1990, there were 10 specialty pharmaceuticals on the market and 100 in the pipeline. By 2010, it is estimated there will be as many as 500 commercialized products in the field and 2,000 more in various stages of research and development. Specialty pharmacies are and will remain the cornerstone of that delivery channel.

"The \$70 to \$80 billion specialty pharmacy market, which is being fueled by a rapidly expanding pipeline, is forecasted to grow to

DRUG STORE NEWS  
**specialty pharmacy**  
The source for business insights, analysis and perspective



more than \$500 billion in the next 15 to 20 years," said *Specialty Pharmacy* Publisher John Kenlon. "*Specialty Pharmacy* is a new information resource created exclusively for the industry executives and pharmacy professionals who are leading the way. Our team includes a core group of magazine editors working in consultation with Armada Health Care and an advisory board of industry professionals who will bring hands-on experience and insight to every issue."

"Armada's commitment to be the nation's leading channel management and advocacy organization for the specialty pharmacy industry is at the heart of our decision to actively support this publication", said Armada CEO, Lawrence Irene, RPh. "From

one end of the pipeline to the other, the specialty pharmacy marketplace is driven by innovation. The extraordinary pace of innovation in specialty pharmacy demands a new level of media attention. *Specialty Pharmacy* will heighten awareness of the growing network of direct services and affiliated businesses that are expanding exponentially around this important model of patient care."

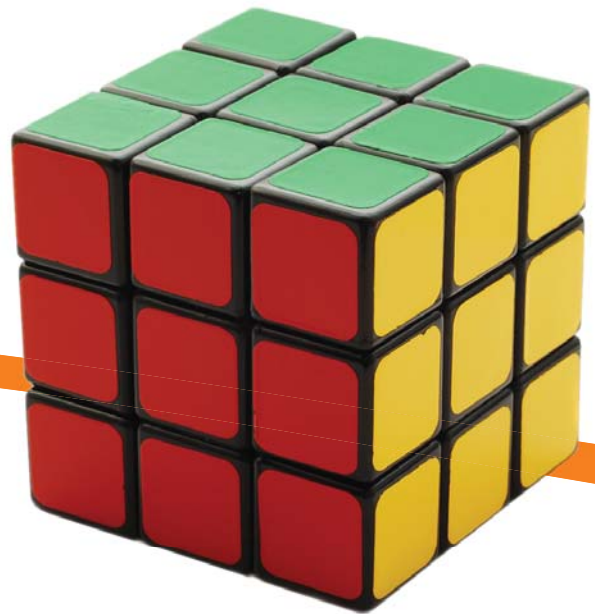
Irene continued, "We are proud to work with *Drug Store News Group* to launch *Specialty Pharmacy*. They have been a leading voice of the pharmacy industry for more than seven decades and their flagship magazine, *Drug Store News*, today serves nearly 40,000 subscribers and is the anchor of the industry's #1 website, [drugstorenews.com](http://drugstorenews.com), with more than 60,000 unique visitors each month. Together we will help further educate the pharmacy industry about the people and programs moving the specialty pharmacy market forward."

*Specialty Pharmacy* is scheduled to debut in August 2009, with quarterly publication of the magazine set to begin in January 2010. To receive your complimentary copy of *Specialty Pharmacy* please contact Chris Benz at Armada at 973-564-8004 or e-mail at [chris.benz@armadahealthcare.com](mailto:chris.benz@armadahealthcare.com).



Complex  
Process

Simple  
Solution



## ARMADA SPECIALTY PHARMACY NETWORK

The Armada Specialty Pharmacy Network (ASPN) Prescription Transfer Program provides access to the largest network of specialty pharmacies in the US. These pharmacies currently serve the prescription needs of tens of thousands of patients requiring injectable, infusible and high-cost oral medications for chronic and complex illnesses.

Prior to the inception of the ASPN Prescription Transfer Program, pharmacies across the nation were faced with a challenge; what can they do with specialty prescriptions that they cannot fill, due to limited distribution, payor lockouts, or lack of expertise within a particular disease state?

*The answer is the ASPN Prescription Transfer Program.*

**FOR MORE INFORMATION**  
call Armada today at 1-866-766-4002 or  
email [aspn@armadahealthcare.com](mailto:aspn@armadahealthcare.com).



## Spotlight on Armada Members

### Echo Pharmacy – New York, NY

‘If you can make it there.....’ you are really special. Echo Pharmacies has an almost 30 year long history of ‘making it’ in one of the most challenging markets in the US, New York City. At the helm of Echo are two seasoned pharmacists, Boris Mantell, R.Ph. and Michael Gleit, R.Ph. who have partnered in many ventures since 1982.

As their broad and diverse patient population grew they recognized an emergent demand for specialty pharmacy services and expanded their services to support this new challenge. Echo’s service area now includes all of NYC and the Tri-State area... as well as national fulfillment programs.



Starting in the early 1990’s and recognizing the need for support and services in the HIV/AIDS disease state, they developed one of the first disease treatment management programs for patients with chronic illness. Recognizing that patient’s understanding of their role in self management of the disease is driving component of managing HIV/AIDS, they developed practical assessment algorithms to support their patients. This groundbreaking initiative was eventually adopted by the NYS Department of Health AIDS Institute.

In 2001, Echo Pharmacy expanded again by adding an expert team in the field of organ transplantation. Together with this team, they developed supportive pharmaceutical care programs for organ transplant centers and their patients. The program included complete coordination of benefits, pharmaceutical care and targeted educational component specifically designed for post-transplant patients.

Today, in addition to HIV/AIDS and Organ Transplant, Echo Pharmacy supports dedicated programs for patients with Hepatitis C, Oncology, Rheumatoid Arthritis and Multiple Sclerosis. Notably, these programs include self management algorithms, on-line electronic prescribing and refills, specialty compliance packaging and nursing support as required.

Helping patients achieve excellent compliance levels remains a top goal for Echo. In response, they’ve introduced SMARTCAP® which stands for **S**elf **M**anagement **A**nd **R**einforced **T**eaching, **C**ompliance, **A**dherence and **P**ersistence. SMARTCAP® provides Echo with a patient-friendly and pro-active platform for targeted Medication Therapy Management (MTM). This program is designed to help their patients take a more active role in their pharmaceutical care plan.

Components of the SMARTCAP® Program include assessment of the patient’s health status, monitoring patient’s response to therapy, performing medication review, education and training to enhance the patient’s understanding of their own use of medications, special packaging for complicated medical regimens, and SmartMinder™ - a refill reminder program by phone, pager, cell phone, mail or email.

For more information contact Mantell or Gleit at 718-391-0400 or visit [www.echomed.com](http://www.echomed.com).

# MedTraveller+

## PRODUCT SPOTLIGHT

### MedTraveller Protects your Temperature Sensitive Drugs & Specimens!



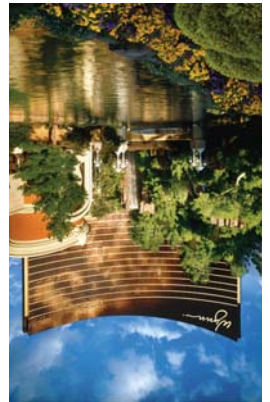
Coldkeepers, US manufacturer of thermal medical bags and pouches presents their genuine MedTraveller bags that preserve temperature sensitive products (drugs, specimens, bio-hazardous materials, etc.) cold for hours! All MedTraveller bags are reusable, washable, recyclable and fully customizable: They can be custom printed with high quality graphics up to 10 colors. A custom printed MedTraveller is especially useful to educate customers about a given product, service, etc.

MedTraveller products are designed to provide a solution for transporting and shipping temperature sensitive pharmaceutical therapies to patients in a cost effective way. Their mission is to protect medications from aggressive outside temperatures, cold or hot, as well as shocks and light. The MedTraveller Extreme line utilizes our patented 3 layer technology giving the ability to maintain temperatures in excess of 50 hrs.

All MedTraveller products are available to Armada members through Medical Specialties Distributors. For more information contact Armada today.

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*Save the Date!*  
 6th Annual Armada Specialty  
 Pharmacy Summit  
 May 4th - 7th, 2010  
 The Wynn, Las Vegas  
 For Information Email:  
[summit@armadahhealthcare.com](mailto:summit@armadahhealthcare.com)



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