

## PRESS RELEASE

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### **Argus Launches Targeted Intervention Strategies™**

#### **New Product Enables Health Plans to Target Specific Member Populations for Promotion of Quality, Cost Control, and Positive Outcomes**

**Kansas City, MO, February 17, 2011**—Argus Health Systems, Inc., a leading, independent, transparent pharmacy benefit administrator announced today the release of Targeted Intervention Strategies™. This innovative solution includes services that proactively support health plan initiatives to promote member behavioral changes relating to compliance, formulary management, therapeutic alternatives and disease state management.

Targeted Intervention Strategies™ helps health plans manage outcomes and reduce costs by suggesting alternative care options that do not compromise quality of care. Options such as therapeutic alternatives, extended supply pharmacy opportunities, targeting generic alternatives, or pill splitting may enable members to save money and stay compliant with the appropriate medical regimen.

“Utilizing targeted, specific, personalized interventions can help drive behavioral changes in consumers by assisting them to understand their pharmacy benefits, their alternatives and ultimately be responsible for their own financial and medical decisions,” said Jonathan Boehm, president and chief executive officer of Argus Health Systems, Inc.

Health plans can benefit from the flexibility and control provided by the Targeted Intervention Strategies™ program. Encouraging physicians and patients to discuss options and initiate positive changes allows members to save money, health plans to save money and physicians to remain focused on patient care by ensuring that patients receive the appropriate treatment alternatives.

“Our experience and results with the program have been exceptional. We have used the Targeted Intervention Strategies program as the main communication vehicle for our in-house tablet splitting program,” said William A. Reay, Pharm.D., MHA, chief pharmacy officer and senior director of Physicians Plus Insurance Corporation, an Argus customer. “We envision using the Targeted Intervention Strategies program for more than our tablet splitting program in the future. The utility of software, with its flexibility and robustness, will allow it to be used for formulary conversion notifications, special drug-specific program communications, and a whole host of creative applications.”

Although results will vary, when used for member communication programs, Targeted Intervention Strategies™ has delivered response rates and results that are significantly higher than traditional member outreach strategies.

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**About Argus Health Systems, Inc.**

Argus is a leading independent provider of healthcare information management services supporting commercial, Medicaid, and Medicare Part D with a business model that provides full disclosure and transparency. Argus serves a wide range of clients and key healthcare organizations, including managed care organizations, pharmacy benefit managers, and pharmaceutical manufacturers.