



# *Press* **RELEASE**

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## **LDM GROUP AND HEALTH BUSINESS SYSTEMS ANNOUNCE PARTNERSHIP TO DELIVER POWERFUL BENEFITS TO PATIENTS AND PHARMACIES.**

**St. Louis, MO – August 26, 2008** – LDM GROUP, today announced that it has established a partnership agreement with Health Business Systems, an SXC Company. This partnership combines the strength and value of both companies to bring new opportunities for independent and chain retail pharmacies in the HBS Network. Through this alliance, HBS will now offer LDM's CarePoints<sup>®</sup>, an in-pharmacy, direct-to-patient messaging program used to improve patient education, build customer loyalty, and give pharmacies the opportunity to earn revenue from pharmaceutical manufacturers.

CarePoints is individualized and customized for the patient's benefit; a message is printed in real time and distributed by the pharmacy staff with the patient's prescription at the point of sale. Sponsored by manufacturers, this printed message includes information about the customer's prescription and relative facts about the medication or condition being treated. The relevant CarePoints content ensures that the patient receives the most up-to-date information. The pharmacy system uses de-identified information about the patient to cross reference which material to print, meaning it is completely HIPAA compliant.

"HBS continues to show that it is a leading edge organization and we're delighted that they have joined our retail network. The value proposition of this program for HBS clients is strong and simple," said Jim Grady, Senior Vice President of LDM Group. "Pharmacies distribute targeted CarePoints messages to patients in exchange for direct incremental revenue. And with the flexibility to pick and choose which campaigns to run, retailers are in control of what is being printed at all times."

Other benefits of the CarePoints direct-to-patient messaging include the ability for pharmacies to be able to print required Medication Guides for patients prescribed specific prescription drugs. This saves time from having to manually print each one if required by the drug. Chain and independent retailers can also use CarePoints to target in-store promotions, such as clinics and disease awareness programs. This, in turn, will provide more information, additional patient contact, and another reason for patients to come into the pharmacy.

"While this generates additional revenue for our customers, the LDM program also ensures pharmacies are compliant with federal and state laws by insuring black box warnings are provided," said Steven Hess, HBS Vice President, Pharmacy Operations. "The overall response has been overwhelming with our customers and complements our Advantage Programs, where our customers can participate in a number of value-added programs that generate and create additional revenue."

The CarePoints program is already interfaced with the HBS application. Pharmacies are given website access to the CarePoints programs via a log in and password where they can manage CarePoints printed messages. Enrollment into this program is available to all HBS customers and the cost to join is free.

**About SXC**

SXC Health Solutions Corp. is redefining pharmacy benefit management by providing a broad range of pharmacy spend management solutions and information technology capabilities. Our product offerings and solutions combine a wide range of PBM software applications, application service provider (ASP) processing services, and professional services designed for many of the largest organizations in the pharmaceutical supply chain, such as pharmacy benefit managers, managed care organizations, self-insured employer groups, retail pharmacy chains, and state and federal government entities.

HBS' suite of product and service offerings are geared towards pharmacy practice management, and provide solutions for retail pharmacy (independent and chain), institutional/nursing home pharmacy, and mail order/central fill pharmacy (start-up and high volume). The company was founded in 1981 and is headquartered in Warminster, Pennsylvania. For more information please visit [www.sxc.com](http://www.sxc.com).

**About LDM Group**

LDM Group provides targeted messages printed in real time in two distinct settings; at the pharmacy (point-of-dispensing), with CarePoints<sup>®</sup> and at the physician's office (point-of-prescribing), with ScriptGuide. ScriptGuide and CarePoints messaging provide necessary tools for improving compliance and driving overall business success for its key partners in the pharmaceutical and healthcare industries. For more information, please visit [www.ldmgrp.com](http://www.ldmgrp.com) or email [info@ldmgrp.com](mailto:info@ldmgrp.com).

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