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FOR IMMEDIATE RELEASE

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### **SRWA Publishes New Report on Medicaid Preferred Drug Lists**

*Pennsylvania Consulting Firm Announces the Release of New Subscription-based SRWA Report<sup>©</sup> series on Medicaid Preferred Drug Lists*

**DOWNINGTOWN, PA – August 25, 2003 –** S. R. Ware Associates, Inc. (SRWA) announces the publication of a new and comprehensive subscription-based report on Medicaid preferred drug lists (PDL). This is the fifth report in the SRWA Report<sup>©</sup> series and at 750+ pages is the most detailed and comprehensive analysis of PDL to date. Previous SRWA Reports covered HIV, Medicaid and Ryan White reimbursement, and drug resistance tests in the US market.

“The preferred drug list concept represents a new trend that has broad implications for the way all pharmaceuticals are marketed,” says Steve Ware, President of SRWA. “The majority of states with Medicaid programs has considered or will implement some type of program in 2003 and 2004.”

The Omnibus Budget Reconciliation Act of 1990 (OBRA 90) prevented state Medicaid programs from establishing exclusionary formularies; however, in the 13 years since it’s implementation, prescription drug costs and the number entitled to receive care have escalated to the point that many states are considering reduced benefits. To rein-in runaway prescription drug costs, Medicaid programs have established preferred drug lists. These de facto formularies encourage physicians to prescribe the “preferred drug” rather than more costly alternatives. Any drug that is not selected as “preferred” is usually placed on a restricted status or requires prior authorization.

SRWA’s new report is important for pharmaceutical companies because it:

- Alerts field and office staff to upcoming therapeutic class reviews, which is vital to long-term planning,
- Allows for the efficient use of knowledge and enhances communication and goal setting,
- Is a cost effective and inexpensive first-class reference, unique to the industry,
- Contains alerts and analyses about exempt classes such as mental health drugs,
- Has an online password protected version (free!) that enables field personnel to instantly access data while on the road, and
- Has a comprehensive bibliography of almost 200 references.

“This is an innovative concept,” says Ware. “Targeted reports can enhance the value of new and established products as well as the value of the team managing the process.”

The sixth and seventh additions to the SRWA Report series is due out October 15, 2003 and will cover Medicaid managed care and state drug prescription programs. Please contact SRWA for more information.

**About The SRWA Report©**

**The SRWA Report** is available from S. R. Ware Associates, Inc. as a single comprehensive report or as a subscriber-based report with quarterly updates. To find out more about SRWA concepts, cost, delivery times, or customized seminars, call 610-321-6191 or e-mail SRWA [info@srwa.net](mailto:info@srwa.net)

**About S. R. Ware Associates, Inc.**

S. R. Ware Associates, Inc. (SRWA) opened its doors in 1995 as a contract consultant group focused on pre- and post-launch pharmaceutical, biotechnology, or laboratory products requiring approval from Medicaid, Medicare, or other entities. The company's prime focus is on marketing and market research, but also conducts sales and management training. SRWA President and founder Steve Ware is a 25-year veteran of pharmaceutical sales, market research, knowledge management, and opinion leader development. SRWA draws upon a cadre of experienced associates with expertise in lobbying, sales management, advocacy, and a variety of therapeutic areas. More information about SRWA is available by visiting <http://www.srwa.net>.