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PDMI Pegged As 10th Largest PBM In U.S. In 2010

***Business Insurance* places Youngstown-area firm in top ten based on revenue from unbundled services**

POLAND, Ohio--(BUSINESS WIRE)--Pharmacy Data Management, Inc. (PDMI), a leading provider of pharmacy benefit solutions based in Poland, Ohio, was listed as the tenth-largest U.S. pharmacy benefits manager (PBM) by *Business Insurance* magazine in its September 19, 2011 "Data Snapshot."

"The Directory lists organizations that provide general prescription benefit management services in an integrated package designed to control the types and distribution methods of prescriptions used by plan participants"

"This is exciting news for all of our associates, because it's their skill and dedication that have allowed us to grow our services and revenue as much as we have," said Doug Wittenauer, PDMI CEO and founder. "It's extremely satisfying for us to have cracked this list with our unique philosophy and pricing models, which differentiate us from the companies that have dominated the list for years. We've grown in this market because buyers have become more aware and knowledgeable about the clear alternative we offer."

The *Business Insurance* Top Ten list was compiled based on the 2010 total and gross revenues from unbundled PBM services of companies in the *Business Insurance* Directory of Pharmacy Benefit Managers. "The Directory lists organizations that provide general prescription benefit management services in an integrated package designed to control the types and distribution methods of prescriptions used by plan participants," said *Business Insurance's* Karen Tucker. "The package of services must include pharmaceutical benefit design consulting, disease management of participants, prescription educational services for users or physicians, utilization review and claims processing."

PDMI was also cited in the data as dispensing the third-highest percentage of generic equivalents, ahead of many of the larger PBMs on the list. “We’re also proud of this distinction,” said Wittenauer, “because it affirms the efforts of our clients using our model and represents a positive trend towards the reduction of healthcare costs.”

About PDMI

Pharmacy Data Management, Inc. (PDMI), founded in Poland, Ohio, in 1984, provides technology and other solutions for managing health through prescription drug programs for national and regional health plans, hospice organizations, 340B and drug manufacturer assistance programs and other health care-related industries.

About *Business Insurance* Magazine

Business Insurance serves business executives who are responsible for the purchase and administration of corporate insurance/self-insurance programs, encompassing both property and liability insurance and employee benefit programs, including life, health and pensions.

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