



Give consumers a personalized tool to find medication options accurately and safely – reducing cost, increasing compliance, and optimizing health outcomes

## Get Gold Standard/Elsevier Quality in Drug Choices

Now more than ever, everyone who pays for medications shares the same goal – achieving the best health outcomes while better managing costs. Consumers want to be involved in their healthcare decisions and reduce out-of-pocket expenses. Pharmacy benefit managers, health plans and sponsors, and health websites want to ensure patients receive, and adhere to, the most effective treatment for better outcomes and lower total costs.



Gold Standard/Elsevier created MedAlternatives to help you educate consumers about therapeutic drug alternatives and their costs. MedAlternatives provides drug choices with a new standard of efficacy and safety, easy integration with our clients' drug pricing and formularies, and individual results for each user.

By guiding consumers to the right information *personalized to their needs*, you can help them make smart choices.

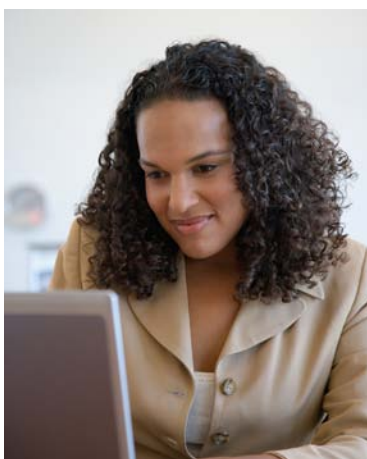
## Promote Health Cost Savings and Healthy Outcomes with MedAlternatives

- Guide consumers towards affordable, safe and effective medication options
- Involve them in these choices, knowing that cost and convenience play a central role in adherence to treatment
- Prepare consumers to discuss options with their healthcare providers
- Help simplify drug regimens and drive down costs for patients and payers
- Improve compliance for healthier and less expensive outcomes
- Boost patients' satisfaction with their drug benefits
- Add value to your business and attract new participants
- Support your drug benefit staff with this essential data

## Offer Drug Options with a Dependable, Versatile Search Tool

Consumers get drug information from many sources. Ensure that it comes from the *right* source - your own drug alternatives tool powered by MedAlternatives:

- When consumers enter their prescription information, MedAlternatives returns **clinically appropriate options**. Your system will display only evidence-based drug alternatives that have comparable or better efficacy and safety compared to the user's current prescription.
- MedAlternatives covers a broad range of health conditions and the **widest scope of medications** – a complete offering of drugs, drug classes, and product formulations. It returns alternatives within the class of the user's current medication and across classes, including both generics and brands, and even provides therapeutically appropriate choices among subclasses of drugs.
- MedAlternatives includes complete and **comparable dosing options** to ensure accurate comparisons in daily/weekly regimens and monthly/yearly costs, including for in-store purchase versus mail-order delivery.
- The database **integrates readily** with your user interface and site architecture. You can plug the search engine into your own layout and navigation to guide consumers through their drug alternatives search. In just a few quick steps, the system leads users to relevant, personalized information they can understand – and to real changes in their drug regimen that may benefit their health and budget.



*When consumers have informed conversations with their healthcare providers, the result is safe, savvy decisions about drug selections – and often consumer-driven savings and better outcomes. Giving consumers the means to take a more active role in their healthcare also enhances your customer service and in return, their loyalty.*

## Go Beyond for the MedAlternatives Difference

A drug alternatives search tool is only as good as the database that drives it. Gold Standard/Elsevier brings unprecedented quality to its data:

- Our experienced pharmacy professionals construct and update MedAlternatives with **rigorous review** of drug classes and medications. To assure effectiveness of our process and the drug options it generates, we use established formulary methodologies. This includes critical evaluation of medical literature, such as clinical studies, practice guidelines, meta-analyses, and FDA-approved package labeling. Consensus approval of therapeutic applications by a professional pharmacy staff, as well as external validation round out our commitment to quality.
- MedAlternatives supports a **high level of customization** by our clients. Its content integrates readily with the formulary and pricing of drug benefit plans, so you can present consumers with accurate cost data. Though MedAlternatives can supply all comparable drug alternatives, our clients have the ability to filter results by applying their preferences to the options. (For instance, by displaying lowest-cost options first.) Drug benefit plans can gain efficiency and savings by encouraging adherence among members.
- The system returns **individualized results that fit the user's profile**, not just according to the therapeutic indication, but also based on the user's age, gender, health condition, and pharmacy benefit.
- Ongoing maintenance and enhancements of our drug information is a central focus and point of pride in Gold Standard/Elsevier's services. We provide **daily updates**, revising existing data and adding new drugs and product formulations, so users always have current content.
- Our clients may also choose to offer links to Gold Standard/Elsevier's **MedCounselor consumer modules**, including Drug Information, Drug Interactions, and Drug Identifier, to provide additional patient-friendly information about medications.

The result? You empower consumers by offering them what everyone wants – the power of choice. Costs go down, compliance goes up and health outcomes improve.

A smart approach to drug alternatives helps everyone who pays for prescription drugs, and gives you a competitive advantage in meeting your goals. Gain it, with MedAlternatives.

For more information, please visit our website at [www.goldstandard.com](http://www.goldstandard.com), email to [info@goldstandard.com](mailto:info@goldstandard.com), or call 1-800-375-0943.

