



EXPRESS SCRIPTS®

Behavior: The Decisive Factor for Better Health and Value

You're invited to learn more.

Outcomes Conference

April 19–21, 2010
Hyatt Regency St. Louis at the Arch
St. Louis, Missouri



\$51 billion

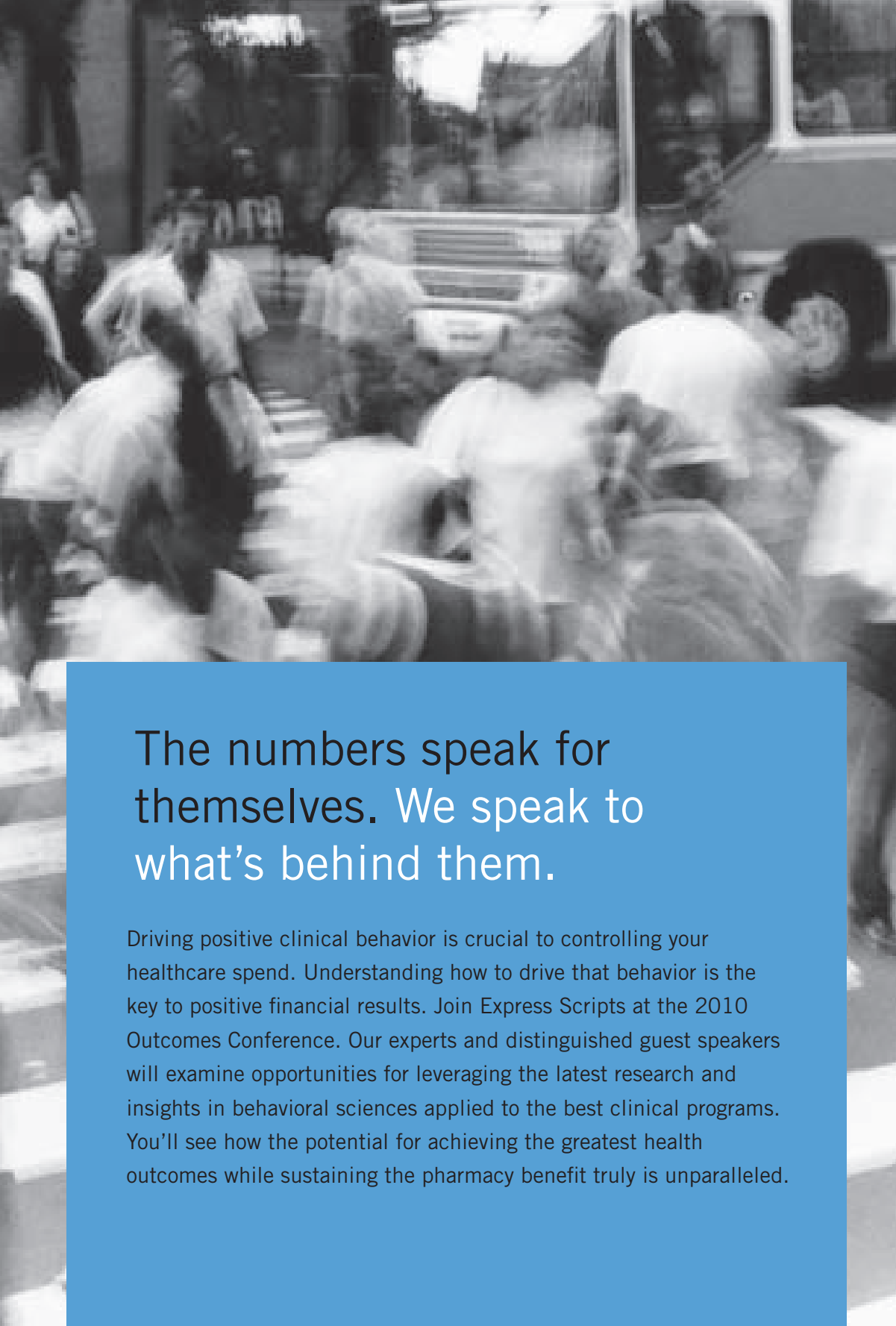
Wasted Annually on Drug Mix Alone.

\$6 billion

Wasted Annually by Americans
Choosing Retail Over Home Delivery.

\$116 billion

Wasted Annually Through Patient
Non-Adherence With Medication.



The numbers speak for themselves. We speak to what's behind them.

Driving positive clinical behavior is crucial to controlling your healthcare spend. Understanding how to drive that behavior is the key to positive financial results. Join Express Scripts at the 2010 Outcomes Conference. Our experts and distinguished guest speakers will examine opportunities for leveraging the latest research and insights in behavioral sciences applied to the best clinical programs. You'll see how the potential for achieving the greatest health outcomes while sustaining the pharmacy benefit truly is unparalleled.

Dear Friend of Express Scripts:

As the healthcare landscape continues to evolve, Express Scripts is at the forefront of change and progress. The cost of prescription drugs is increasing, and the effectiveness of financial incentives and member education has reached saturation. It's time to look at a new variable on drug spend, and one you can help control: the cost of human behavior.

Join us at the 14th annual Outcomes Conference where we'll share with you how the application of the behavioral sciences to healthcare can drive out waste and improve health outcomes, without disrupting your members. In addition to market factors, this year we've analyzed the behavioral factors that impact trend. It's powerful and actionable information that you cannot afford to miss. The Express Scripts *2009 Drug Trend Report*, featured at the conference, explores this new measure of how behavior impacts pharmacy spend, and we look forward to sharing our insights and solutions with you.

Sincerely,

A handwritten signature in black ink, appearing to read "George Paz", with a long horizontal flourish extending to the right.

George Paz
Chairman, President and CEO

Agenda

Monday, April 19

Transportation Shuttle

A uniformed greeter will meet you in the baggage claim area and escort you to the complimentary bus to the Hyatt Regency St. Louis at the Arch.

Registration — Noon to 6 p.m.

An Outcomes Conference registration table will be located in the hotel lobby from noon to 6 p.m.

Welcome Reception — 6:30 p.m. to 10 p.m.

Join your fellow conference participants for cocktails and dinner.

Tuesday, April 20

2009 Drug Trend Report: A New Perspective — and the Promise of New Savings

Steve Miller, MD

Chief Medical Officer

Express Scripts

Between the economic crisis and attempted healthcare reform, the past year has been a turbulent one for patients, providers and payers. These dynamics have fueled inflation in healthcare costs well above that for other goods and services. Medication use and new drugs also play a role in overall expense. But these aren't the only factors driving trend: last year, *patient choices contributed over \$1 trillion to healthcare spend*. Dr. Steve Miller will explore the true impact of patient decision-making on pharmacy, and how we can recoup over \$150 billion dollars by creating positive behavioral change and improving health outcomes.

Cracking the Code to Drive Better Clinical Behavior

Bob Nease, PhD

Chief Scientist

Express Scripts

The advanced application of the behavioral sciences to drive positive clinical behaviors is a powerful and proven approach that enables better health and outcomes. Dr. Bob Nease will provide an update on how the most effective Consumerology® tools — choice architecture, framed messaging, and a test-and-learn approach — are leading to positive behavioral change. He will then share how we're successfully applying these same methods to one of the most challenging problems in the pharmacy benefit: patient non-adherence in key classes of medications.

You Are What You Eat: A Cautionary Tale

Brian Wansink, PhD

Professor & Director, Cornell Food & Brand Lab

Former Executive Director, USDA 2010 Dietary Guidelines

Cornell University

Hypertension, diabetes, high cholesterol: each threatens the health of Americans as well as corporate bottom lines. And what Dr. Brian Wansink calls "mindless eating" is a big part of the problem. Dr. Wansink's research shows that we're largely unaware of behaviors that drive us to overeat. The good news is that habitual overindulgence in food isn't inevitable. Dr. Wansink will explain how small environmental changes — using smaller plates, and placing bread and potatoes out of sight, for example — can turn around eating behaviors and promote achieving and maintaining a healthy weight.

Tuesday, April 20, cont.

Breakout Sessions

Express Scripts experts will lead informal, small-group sessions on a variety of topics. Prior to the conference, you will receive an invitation to sign up for the sessions of your choice.

Wednesday, April 21

Speaker Invited

The world of healthcare remains very much in flux, and the future, at this point, is far from clear. Although questions still outnumber answers, we have made some progress toward identifying issues that ultimately will affect access, cost control and health outcomes. In this session, we'll survey elements that will influence the healthcare landscape.

A Look Back: Top Lessons for Managing the Pharmacy Benefit

Emily Cox, PhD

Senior Director, Research

Express Scripts

In the early 2000s, drug spending raced upward in double-digit leaps; however, by the decade's end, spending had slowed to single-digit growth — certainly good news for plan sponsors. But what made the difference? Over the past 10 years, we learned a number of lessons that enable us to more vigorously bend the cost curve, further improve quality of patient care and create solutions that bring sustainable, positive change. Dr. Emily Cox will examine how step therapy, plan design, data integration, network management and application of the behavioral sciences has enabled plan sponsors to progressively manage waste from their pharmacy benefit while enhancing and maintaining quality care.

The Way Forward: How Information Will Transform Pharmacy

Brian Seiz, PharmD

Vice President, Clinical Services

Express Scripts

With the ready availability of electronic medical records, personal-health records, e-prescribing, pharmacogenomics and a host of other data, we have a new arsenal of tools for pharmacy benefit management. Taken together, they create exciting possibilities for personalized medicine — but do they all offer potential for real progress? Brian Seiz will help make sense of all these technologies, put them into perspective, and examine which work to add value and which do not.

From the Summit to the Valley and Back Again: Where We Are on Healthcare Reform

Rob Lively

Vice President, Corporate Government Affairs

Express Scripts

Not since the last “Indiana Jones” movie have we seen such drama, peril, triumph and suspense as in the past year's worth of Congressional debate on healthcare reform. In this session, Rob Lively will give a “You Are There” update on where things stand and where they're headed as well as ideas about how you should be preparing for Congress's final run to the November finish-line.

Regain control over spiraling healthcare spend.



How to Register

1. Visit www.Express-Scripts.com/About Us.
2. Choose "Outcomes Conference," then sign up using the registration link.
3. To begin, enter your registration number. Your personal registration number is on the invitation. If you no longer have the invitation or the 10-digit registration number, please request a new registration number by e-mailing OutcomesConference@Express-Scripts.com or faxing your request to 866-628-7140.
4. Select "submit" once you have completed all fields on the registration form.

Note: During registration, you will be asked for a credit card number. If you cancel or make changes to your air or hotel reservation, fees will be charged to this credit card, as will any incidental hotel fees you incur as a hotel guest.

If you do not have Internet access, you may register by fax. Call 800-871-0283 to request a fax registration form, and fax your completed form to 866-628-7140.

What Happens After I Register?

- Upon receipt of your registration, a travel agent will create an itinerary based on the travel preferences you selected. The proposed itinerary will be e-mailed to you. Please confirm your travel itinerary by e-mail to the travel agent at CWTGroup@Carlsonwagonlit.com within 24 hours of receipt.
- Due to airline regulations, the travel agency is only able to hold a travel reservation for 24 hours before releasing the reservation. If you are unable to confirm your travel itinerary within 24 hours, please understand that your original selections may change.
- Once your final itinerary is booked, you are responsible for any costs associated with changes in your booking. Such costs will be charged to your credit card.
- If you require additional assistance with travel arrangements, please contact CWTGroup@Carlsonwagonlit.com. An Outcomes Conference agent will contact you within 72 hours during regular business hours, Monday through Friday.

Questions?

You can reach us by e-mail, OutcomesConference@Express-Scripts.com, or by fax, 866-628-7140.

Frequently Asked Questions

Q. What is the registration deadline?

A. April 9, 2010. Register early since space is limited. We accept registrations on a first-come, first-serve basis.

Q. Who pays for the conference?*

A. Express Scripts will pay for your air travel, hotel, roundtrip airport transportation and all group meals during the conference. All travel must be booked through the Express Scripts Reservation Desk. Please review the "How to Register" section.

Q. What if I need to change my airline ticket or cancel?

A. Please contact the travel agency at CWTGroup@Carlsonwagonlit.com.

Note: *You will be responsible for any costs associated with changes and will be billed for the full cost of the ticket if you cancel. Tickets are not transferable or refundable.*

Q. How should I dress?

A. Dress is business casual for all sessions and events. Please bring a light jacket or sweater. Historically, the temperature in the General Session ballroom has been cool.

*The Express Scripts Outcomes Conference is dedicated to the education of those who attend and is not used as a forum for sales. Express Scripts' facilitation of this research-based educational event is in no way intended to influence the benefit purchasing decisions of those in attendance, and Express Scripts recognizes that such decisions are to be made by plan sponsors in the best interest of their members and participants. Express Scripts realizes that some government or corporate representatives who receive invitations may have restrictions regarding payment of travel expenses for the conference. We encourage you to check with your corporate ethics officer or your agency ethics official before booking travel arrangements.

Arrangements for self-payment of travel expenses may be made by contacting OutcomesConference@Express-Scripts.com.

Additional Questions or Comments?

- Questions regarding airline travel should be e-mailed to CWTGroup@Carlsonwagonlit.com.
- Questions regarding hotel accommodations and ground transportation should be e-mailed to jbesser@macmeetings.com.
- E-mail all other questions or comments to OutcomesConference@Express-Scripts.com, or fax them to 866-628-7140.

Your Registration Number



Register by April 9, 2010.
Space is limited.



Mixed Sources
Product group from well-managed
forests, controlled sources and
recycled wood or fiber
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