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Empowered, Informed Consumers Lead to Reduced Prescription Drug Costs and Fewer Medication-Related Problems, WorldDoc Reports

Company Research Shows How a Consumer Care Management System Can Lower Medication Costs, Increase the Use of Generics and Help Patients Avoid Drug-Related Problems

Las Vegas, NV, June 18, 2008 – [WorldDoc, Inc.](http://www.worlddoc.net) today announced research showing that engaged, informed health care consumers can help to decrease prescription drug costs and medication-related errors. By empowering health care consumers through an online, interactive health “portal,” individuals can better understand and take charge of their health and medication-related issues -- by becoming more aware of generic options, improving compliance with medication instructions and reducing drug-related problems. WorldDoc is a leading national provider of consumer care management systems to health plans, third party administrators and employers. Through a health portal, WorldDoc’s product suite empowers individuals to make better health care decisions, leading to improved health and decreased health care costs.

“More and more Americans are being prescribed medications for chronic conditions, such as diabetes and heart disease. With this increase in the use of chronic medications comes issues with overuse, noncompliance and medication-related errors, such as dangerous drug interactions,” said **Joe Fazio R.Ph., MHA, Vice President of Clinical Health Solutions of WorldDoc, Inc.** “A properly informed consumer with access to relevant information and interactive tools through a health portal is able to better manage his or her medication treatment regimen -- and therefore better manage related costs and health issues.”

A copy of the just-published research, titled “On Meds and On Track: How the Engaged Health Care Consumer Helps Decrease Prescription Drug Costs and Medication-Related Errors,” is available through WorldDoc’s website at http://www.worlddoc.net/news/in_the_news.asp.

WorldDoc’s 24/7 personal health management system allows users to become active participants in the prescription process, which results in improved compliance with chronic medications and better overall utilization of medications. Informational alerts and secure, HIPAA-compliant messaging on non-adherence, therapeutic duplication and refills lead to a more informed consumer, which can decrease the risk of medication-related errors.

In addition, the WorldDoc system illustrates for consumers the cost differences between brand, generic, over-the-counter and alternate drugs. The system arms consumers with actionable, useful medication information for each medical condition. For instance, the financial savings gained by switching from brand-name drugs to generic medications is widely documented. Through WorldDoc’s system, targeted education and awareness messaging on brand-to-generic shifting has achieved a nearly 65% generic-use rate among WorldDoc clients, versus industry averages of approximately 57%.

Here’s an example of how WorldDoc’s integrated products work for a hypothetical individual: 36-year-old David has just been diagnosed with diabetes. He has been prescribed an expensive brand-name medication that costs more than \$80 per month, and the brand name does not have a generic equivalent available. WorldDoc’s system will inform David about several generic alternatives that cost less than \$20 per month and will suggest

he talk to his doctor to see if the generic alternatives will work for him. The system will also provide him refill alerts on a monthly basis, along with dosage reminders and warnings of certain drug interactions. Through this type of relevant, personalized and actionable information, WorldDoc's system becomes a trusted source, promoting high rates of health care consumer engagement and participation, leading to decreased instances of medication-related issues and heightened awareness of medication options, which results in lower costs and improved health.

About WorldDoc, Inc.

WorldDoc, Inc. is a leading provider of consumer care management systems to health plans, third party administrators (TPAs) and employers. WorldDoc's fully integrated product suite empowers individuals to make better health care decisions leading to decreased costs and improved health. WorldDoc's solutions integrate an individual's health risk assessment (HRA), medical and pharmacy claims, laboratory test results and biometric data to provide a comprehensive care management solution that includes personalized medical goals, care gap identification and secure, personalized, actionable programs and communications. WorldDoc's complete integration of a patient's health information provides a more personalized solution that increases member engagement. The company's solutions contribute to effectiveness and cost savings in the areas of demand and disease management, pharmacy cost containment and disease prevention. For more information, visit www.worlddoc.com.

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