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FOR IMMEDIATE RELEASE

BLUEGRASS FAMILY HEALTH SELECTS RXEOB TO PROVIDE CONSUMER-DIRECTED PHARMACY BENEFIT PORTAL FOR PLAN MEMBERS

Interactive solution provides online access to prescription drug cost information

RICHMOND, Va. – July 5, 2005 – RxEOB, a leading provider of consumer-centric pharmacy benefit software, announced today that Bluegrass Family Health, a managed care plan covering 135,000 lives, selected RxEOB's web-based decision support software to assist plan members in obtaining unbiased cost comparisons between equally efficacious prescription drugs. Data provided through the portal is specific to each member's unique prescription drug history, formulary and benefit structure.

RxEOB's intuitive consumer-centric suite of solutions allows members to review their prescription history, compare prices of medication alternatives, verify prescriptions, and research drug information via a user-friendly, web-based interface. This enables health plan members to manage the cost of their pharmacy benefits by migrating to less expensive drugs with lower co-payments.

"We recognized the need to introduce an interactive software application for pharmacy benefits that would facilitate patient involvement, understanding and management of costs," says Jaudon E. Behrman, MD, MMM, Chief Medical Officer at Bluegrass Family Health. "In reviewing multiple vendors, RxEOB provided the most patient-friendly, easy-to-use format for our members to review specific information on their prescription drugs to help them make more informed decisions. We were impressed by the overall character of the site and RxEOB's full-service offerings."

Welcoming Bluegrass Family Health, Robert Oscar R.Ph., president and founder of RxEOB, explains, “With pharmacy costs rising at a rate of 17-23 percent per year, innovative health plan providers like Bluegrass Family Health are increasingly turning to consumer information tools to support restructured cost-sharing plan designs and motivate members to become more aware of cost as a factor in their drug therapy section. We look forward to working with Bluegrass Family Health to help them increase member participation and reduce both member and plan costs.”

About Bluegrass Family Health

Established in 1993, Bluegrass Family Health (BFH) is a Kentucky-based, not-for-profit company with a comprehensive provider network, offering competitive rates and community-based service. BFH offers their members more than 5,538 physician providers and 88 Hospitals throughout 99 counties in Central, Eastern and Western Kentucky. To learn more about BFH, please visit www.bgfh.com or call 1-800-787-2680.

About RxEOB

Richmond, Va.-based RxEOB is the nation’s leading provider of consumer-centric pharmacy benefit software for health plans. Its secure, personalized Web-based decision-support applications improve pharmacy benefit utilization for almost 3 million health plan members nationwide. These tools enable consumers to research their medications and find cheaper alternatives, as well as granting access to customized records to help them track their medications. The tools also enable health plans and employers to reduce healthcare costs through better management of drug benefits. For more information, visit <http://www.RxEOB.net> or call 1-877-495-7356.

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