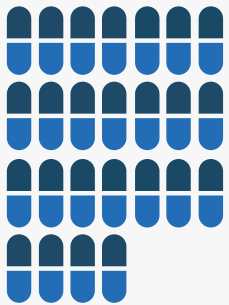




BLUEPEAK PROVIDES VALUE TO PHARMACEUTICAL MANUFACTURERS



25+ YEARS
OF PHARMACEUTICAL
COMPANY EXPERIENCE



ASSISTED **30+**
PHARMA MANUFACTURERS WITH
MANAGED CARE, MEDICAID AND
MEDICARE STRATEGY



BLUEPEAK IS UNIQUELY QUALIFIED TO PROVIDE INDUSTRY EXPERTISE TO PHARMACEUTICAL MANUFACTURERS

➤ **Knowledge in the health plan and employer client marketplace**

- Continuous engagement with health plan clients
- Experience with many of the current Prescription Drug Plans (PDPs) and Medicare Advantage-Prescription Drug (MA-PD) Plans
- Medicare, Medicaid and managed care market experience

➤ **Knowledge and in-depth experience with CMS policy and ongoing industry challenges**

- Former CMS regulators on staff

➤ **Experience delivering focused training sessions on the complex pharmacy benefits for public and private insurance on the complex Medicare benefit and program**

- Pharma, PBMs, CMS, health plans/employers

➤ **Thought leaders in industry groups**

- Academy of Managed Care Pharmacy (AMCP)
- National Council of Prescription Drug Programs (NCPDP)
- America Health Insurance Plans (AHIP)

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- Marketing strategy and product planning services
- Product reimbursement strategies
- Strategic planning for all market segments
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- Product pricing strategies
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SUPPORT

- Medicare, Medicaid and managed care market support
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- Regulatory Guidance service
- CMS advocacy
- Data analysis services
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- White Papers



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The BluePeak Pharma ADVANTAGE Program

The BluePeak Pharma Advantage is designed for busy pharma executives that need to understand the changing Medicare landscapes. For a low monthly fee, BluePeak provides your organization:



Weekly distribution of newly released Medicare Part D guidance with additional attention to memos that may be of interest to pharmaceutical manufactures



Weekly communications on recently released Medicare Part D news articles



Quarterly presentation focused on key Part D topics relevant to pharmaceutical manufacturers



Presentations of newly released proposed rules and how new regulations may impact the Part D industry and pharmaceutical manufacturers



Annual assessment of Medicare Part D products outlining beneficiary access, formulary placement and restrictions, and a breakdown of the product's cost-sharing



Budgeted hours to customize staff training to ensure staff is up-to-date on the Medicare Part D benefits and updated rules and regulations