



FOR IMMEDIATE RELEASE

Contact: Michelle Davidson
Tel: 215-863-6364
info@performrx.com

PerformRx Welcomes Industry Leaders at Innovations VII in New Orleans
Pharmacy and health care conference slated for September 23-25

New Orleans, La. (September 21, 2012) – PerformRx (www.performrx.com), the nation's integrated technology leader offering next generation, full-service pharmacy benefits management, will welcome leaders from the health care industry and representatives from Medicare, Medicaid and commercial health plans at Innovations VII, its annual conference. The 2012 event will take place September 23-25 at the Windsor Hotel in New Orleans.

Innovations VII will feature speakers from government-funded health plans, health insurers, industry groups, academia and other parties with valuable insights on the health care landscape. Motivational speaker and award-winning author Zoe Koplowitz, who has successfully completed 25 marathons despite battling multiple sclerosis, diabetes and Sjögren's Syndrome, will be the keynote speaker.

Among the topics being discussed at Innovations VII are success in new drug therapy management programs, the accountable care organization health care model, bioethics, Medicaid drug reimbursement, compliance and fraud, waste and abuse.

"Our annual Innovations conference is a great learning and networking opportunity," said Mesfin Tegenu, MS, RPh, president of PerformRx. "PerformRx is pleased to bring together health care thought leaders to educate attendees on issues, trends and new technologies they can use to improve patient care."

About PerformRx, LLC

PerformRx, LLC, a full-service pharmacy benefit manager and a member of the AmeriHealth Mercy Family of Companies, is the nation's integrated technology leader providing an innovative approach to results-focused pharmacy benefit management programs. PerformRx integrates health care data and utilizes a collaborative model of care impacting the overall health care dollar. Driven by the strength of its leaders and passion of its employees, PerformRx helps payers improve patient outcomes while achieving high quality. For more information, visit www.performrx.com.