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**Wisconsin Pharmacists Launch New Pharmacy Benefits Management Company**  
*Joins nationwide effort to bring transparency to prescription drug benefits*

**Racine, Wis.** (November 14, 2011) - Lakeview PBM Solutions LLC is a newly formed pharmacy benefit manager (PBM) focused on transparency. Pharmacists Peter Ciaramita and Amy Schiveley launched the company in an effort to offer transparent and cost-effective solutions for employers who want to provide prescription benefits to their employees. The launch of this company marks a movement of pharmacists across the nation who are standing up for change in the prescription drug process. Traditional PBMs have been under fire recently for their lack of transparency.

“As pharmacists who have been in the industry more than 50 years combined, we have seen how rising costs of prescriptions has led to some tough choices for both consumers and employers,” said Ciaramita. “Lakeview PBM Solutions works with employers to design fair and ethical prescription drug plans that are customized to a company’s needs.”

As a third party administrator of prescription drug programs, PBMs negotiate drug prices with manufacturers and handle the exchange of money between pharmacies and health plan enrollees.

The newly formed Lakeview PBM Solutions LLC is a transparent PBM that’s sole purpose is to provide a streamlined process that makes it easy for employers to offer affordable prescription drug benefits. Lakeview PBM Solutions LLC is also a part of Pharmacists United for Truth and Transparency (PUTT) a national coalition of pharmacists and pharmacy owners formed to expose the unjustifiably high prices of prescription drugs set by traditional pharmacy benefit managers. This unregulated, multibillion dollar industry controls prescription health plans for more than 200 million Americans.

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“We could no longer stand back and watch as traditional pharmacy benefit managers gouged consumers,” Ciaramita said. “As those PBMs’ profits increased by over 400 percent in the last five years, consumers are routinely treated to higher costs and benefits being denied. It has to stop.”

The business model used by transparent PBMs is more streamlined, simple and easy to understand. But because pharmacy benefits plans can be confusing, companies will often stay with a traditional PBM despite the bad service and overpricing.

“One of our main goals is to educate and inform consumers that there are better choices available,” said Schiveley. “Transparent PBMs have a fully-accountable business model, a simpler process and an easy-to-use program that allows employers to access data immediately. Transparent PBMs are designed to be open, honest and fair.”

For more information about Lakeview PBM Solutions LLC visit [www.lakeviewpbm.com](http://www.lakeviewpbm.com) .

### **About Lakeview PBM Solutions**

Lakeview PBM Solutions LLC is a transparent prescription benefits manager that provides third party administration of prescription drug programs. Lakeview PBM Solutions, LLC was formed in 2011 to provide an open, honest and fair solution for employers who want to provide prescription benefits to their employees.

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