

Medicaid Prescribing Habits Are Affected by Preferred Drug Lists

SRWA's updated report on Medicaid Preferred Drug Lists is a cost-effective, informative, and timely method for tracking the formulary status of Medicaid products

DOWNINGTOWN, PA (PRWEB) November 1, 2004 — SRWA finds that state Medicaid programs with a Preferred Drug List (PDL) control brand and generic drug prescribing by physicians. Pharmaceutical companies that do not have drugs as “preferred” find their products are used second- and third-line – not a profitable situation for products that cost more than \$200 million to bring to market.

S. R. Ware Associates, Inc. (SRWA) announces the October 2004 publication of its updated report on Medicaid Preferred Drug Lists. Subscribers to the PDL report have a reliable information management source that is timely and cost-effective. SRWA follows the formulary status of Medicaid preferred drug list products by state, type of program, therapeutic class and other data.

PDL's are a "**hot topic**" between Medicaid and the pharmaceutical industry; therefore, every company needs to know what is happening with their products at the state level. SRWA has been providing cost-effective reports for small and big pharma since 1995.

Small and medium sized pharmaceutical companies have field or home office personnel with PDL information available, but not in a format that can be shared easily. When each department operates from the same knowledge base, the company operates more efficiently.

“We introduced our report two years ago when many of our clients asked that we provide a comprehensive report tracking the formulary status of products on Medicaid,” says Steve Ware, President of SRWA. “Our 2004 report captures PDL movements by states as they build and change preferred drug lists. At least 43 states have considered or will implement some type of PDL program in 2004 and 2005.”

SRWA Reports are Unique

The SRWA Report is published quarterly and has information on:

- Which states have or are considering PDLs
- PDL status of your product,
- Therapeutic categories reviewed and the outcome, plus
- Whether brands or generics are preferred.

SRWA reports are vital for both small and large pharmaceutical companies because it:

- Alerts field and office staff to therapeutic class changes, which is crucial to long-term planning,
- Allows for the efficient use of knowledge and enhances communication and goal setting, and
- Is a cost effective and inexpensive first-class reference, unique to the industry.

Innovative Concepts are a Trademark of SRWA

“This is an innovative concept,” says Ware. “Targeted reports such as our PDL report or our Prior Authorization Status Report can enhance the value of products as well as the value of the team managing the process. Many pharma companies do not have the field or home office staff to cover every state. That’s where we provide the helping hand.”

Contact SRWA for more information and samples of our reports.

About S. R. Ware Associates, Inc.

S. R. Ware Associates, Inc. (SRWA) opened its doors in 1995 as a contract consultant group focused on pre- and post-launch pharmaceutical, biotechnology, or laboratory products requiring approval from Medicaid, Medicare, or other entities. The company’s prime focus is on marketing and market research, but also conducts sales and management training. SRWA President and founder Steve Ware is a 25-year veteran of pharmaceutical sales, market research, knowledge management, and opinion leader development. SRWA draws upon a cadre of experienced associates with expertise in lobbying, sales management, advocacy, and a variety of therapeutic areas.

More information about SRWA is available by visiting <http://www.srwa.net>