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February 24, 2015   1-215-208-9816

PerformRx Launches Personalized Digital Mobile Platform to Improve Medication Adherence for Asthma Patients

*HealthNHand helps health plans extend care management with
air quality and behavior change interventions*

Philadelphia, PA – PerformRx, (www.performrx.com), a URAC-accredited, full service pharmacy benefits manager with industry-leading clinical programs, announced today the launch of HealthNHand^{SM}, a personalized digital mobile platform aimed at improving medication adherence. HealthNHand will be initially offered to members of AmeriHealth District of Columbia, the largest Medicaid managed care organization in the District.

HealthNHand, developed in conjunction with MEMOTEXT, a health care technology company, is designed to improve adherence to treatment regimens. Participants receive reminders to take their asthma medications and complete questionnaires about their health status via interactive voice response, short message service (SMS) or email. HealthNHand's personalized information, targeted support and daily air quality forecasts, generated for each user based on results from the questionnaires, help asthma patients become more aware and engaged in their own self-care.

HealthNHand works on nearly any mobile phone with web browsing and SMS capabilities. Members may choose to respond to messages to provide more information, which helps PerformRx to better customize users' experiences. The program maintains information that the user can choose to share with health care providers. Users may log on to the HealthNHand site to view their own data and progress.

"Through HealthNHand, we are able to meet members where they are – on their smartphones and other devices – with programs that they, themselves, can customize. It's an innovative way to extend our care management and empower members with a tool to help them manage their own care," said Karen Dale, market president, AmeriHealth District of Columbia.

Medical text message reminders to patients can raise patient adherence by 10 percent, according to a recent study by Mobile Future, an association that educates key decision makers on wireless innovations. It also predicts that by 2018, the mobile health industry's ability to connect with patients has the potential to save $36 million in health care costs in the United States. PerformRx is considering expanding HealthNHand to other markets in 2015.

"PerformRx develops products and services that transform patients' experiences by meeting their needs with excellence in clinical services and now wireless digital health tools, which dramatically improve

health outcomes, as well as reduce health care costs," said Mesfin Tegenu, R.Ph., M.S., president of PerformRx.

About PerformRx
PerformRx, a URAC-accredited full-service pharmacy benefit manager (PBM), is one of the nation's technology leaders providing an innovative and integrated 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.

About AmeriHealth District of Columbia
AmeriHealth District of Columbia, a member of the AmeriHealth Caritas family of companies, is a Medicaid managed care health plan that serves Medicaid recipients living throughout the District of Columbia. Headquartered in the District, AmeriHealth District of Columbia is a mission-driven company dedicated to helping members get care, stay well and build healthy communities. For more information, visit www.amerihealthdc.com.

About MEMOTEXT
MEMOTEXT improves outcomes for patients and the bottom line for health care stakeholders by ensuring patients adhere to their treatments and medications. With a proprietary methodology and machine-learning intelligent systems, MEMOTEXT actions data to personalize and integrate behavior change into the everyday lives of patients. People change over time, MEMOTEXT adapts. For more information, visit www.memotext.com.