



**N E W S R E L E A S E**

FOR IMMEDIATE RELEASE

CONTACT: Frank Guglielmi (734) 844-2781  
[frank.guglielmi@meijer.com](mailto:frank.guglielmi@meijer.com)

## **Meijer and Prescription Benefit Manager 4D Team Up To Create Innovative Prescription Insurance Program**

### **Meijer “Be Well” Program to offer expansive list of benefits for 4D Employer Groups**

Grand Rapids, Mich. – November 10, 2008 – Midwest retailer Meijer has announced a new partnership with 4D Pharmacy Management Systems, Inc. that will greatly expand the benefits available to 4D’s employer groups through Meijer’s “Be Well” program. The announcement was made today by Mark Murray, President of the Grand Rapids, Mich.-based supercenter chain.

“This is truly a game changer in the prescription benefit world,” said Mark Murray, president of Meijer. “Our new partnership with 4D will bring Meijer’s drugstore services to new heights by offering numerous health-focused benefits to 4D customers.”

Meijer’s Be Well program was developed in partnership with 4D. Through this new program, employer groups will have access to 4D’s nationwide network of over 60,000 pharmacies and receive major discounts at Meijer on products that promote a healthy lifestyle. The Be Well powered by 4D program will begin managing pharmacy benefits on January 1, 2009.

In addition to programs already offered at Meijer pharmacies, such as free antibiotic and prenatal vitamin prescriptions, Be Well program members will receive every day discounts on goods such as Meijer Vitamins, Meijer organic food products, and other healthy choices inside Meijer stores. Additionally, Be Well members will receive “discounts of the week” that promote items such as healthy food products and cold medication.

The Be Well program also includes a variety of special services, including health screenings, immunizations, free Medicare reports, patient counseling, and information services. Employer groups will also be offered services from Meijer including flu shot clinics, smoking cessation classes, weight loss seminars conducted by Meijer dieticians and pharmacists, disease state management clinics tests like cholesterol, liver function, and diabetes screenings, and prescription plan reviews by Meijer pharmacists. These services will be offered not only at Meijer, but also on-site for the employer.

“Our transparent business model was one of the first in the PBM industry and it fits perfectly with Meijer’s commitment to innovation and taking care of the customer,” said Jeff Polter, 4D Vice President. Brokers and employers within the Meijer service areas have been very receptive and excited about the program.”

Meijer and 4D are currently negotiating with additional partners to expand Be Well and provide even more services for Be Well participants. These services include highly desired programs such as health club discounts and dedicated weight management programs, including discounts on the popular Weight Watchers® program.

The Be Well program comes on the heels of Meijer celebrating its two year anniversary of giving away free antibiotics. The free antibiotic program, which launched in October 2006, has saved Meijer customers more than \$45 million. The Be Well program demonstrates Meijer’s commitment to providing customers with the best value for their healthcare dollars.

“Just as our free antibiotic and free pre-natal vitamin programs were designed to help our customers get healthy during these tough economic times, offering this innovative prescription drug benefit plan will allow our customers to receive healthy products and services at a discounted cost,” said Murray.

### **About Meijer**

Meijer is a Grand Rapids, Michigan, based retailer that operates 185 supercenters throughout Michigan, Ohio, Indiana, Illinois, and Kentucky. As the inventor of the "one-stop shopping" concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information on Meijer and the ability to shop for more can be found at [www.meijer.com](http://www.meijer.com).

### **About 4D**

4D Pharmacy Management Systems, Inc. ([www.4dpharmacy.com](http://www.4dpharmacy.com)) is an independently owned prescription benefits manager servicing public and private groups nationwide with its network of more than 60,000 pharmacies. Started in 1988, the Michigan based company provides a wide range of prescription benefits expertise including formulary development and maintenance, drug utilization review (DUR), rebate program evaluation and monitoring, clinical support and performance auditing.

###