Amendola Communications for NCPDP
Carrie Morgan, 480.664.8412 x15
Jodi Amendola, 480.664.8412 x11

For immediate release

NCPDP Launches dataQ, a Next Gen Pharmacy Database Resource Providing Real-Time Access and Customized Reporting

SCOTTSDALE, Ariz., May 6, 2008 — The National Council for Prescription Drug Programs (NCPDP), today announced the launch of dataQ™, a next generation pharmacy data solution that provides healthcare stakeholders with the most up-to-date and in-depth pharmacy information available. dataQ enables pharmacies, PBMs, health plans and other stakeholders improved pharmacy database accuracy and streamlined electronic claims processing for faster reimbursement of prescription drug claims. It is also used for pharmacy network development and credentialing, data validation, drug utilization monitoring and product recalls, along with market research and analysis.

Available with varying subscription and administrative levels, the new resource expands functionality to include optional real-time web access to pharmacy data, extensive custom reporting and file download capabilities. dataQ's industry-leading accuracy and integrity is based NCPDP's on deep data validation, verification and documentation processes, which have been trusted for decades. The launch reflects a natural evolution of the Standard Pharmacy Database v2.1 product containing almost 75,000 pharmacies, which will continue to be available. Originally developed to provide NCPDP Provider ID enumeration, the unique identifier for pharmacies, it now contains the new National Provider Identifier (NPI) on pharmacies and has grown to be the industry's most comprehensive database of consistently updated pharmacy information.

"Using a time-tested method of assigning "intelligent" identification codes to data fields, dataQ provides more than just raw data; it is a way to identify, sort and categorize that data in a nimble

manner previously unavailable in the industry," stated NCPDP President Lee Ann Stember. "It is an invaluable data tool for payers and other drug claims processors, pharmacies, pharmaceutical and biotech manufacturers, informatics companies, pharmacy practice management system vendors, list procurement vendors and more. The new solution will allow pharmacies to have more access and control over their own information, with the ability to update their data via any web-based browser and view their data in a real-time environment."

Added Stember, "With the new real-time look-up option for subscribers, we anticipate that dataQ will become an indispensable troubleshooting tool that empowers healthcare organizations to enhance productivity, reduce costs and improve the bottom line."

About NCPDP

Founded in 1977, the National Council of Prescription Drug Programs (NCPDP) is an ANSI-accredited non-profit organization that creates and promotes consensus-driven standards for the transfer of data from and to the pharmacy services sector of the healthcare industry. A long-time and trusted player in the industry, NCPDP has been named in ground-breaking federal legislation, including HIPAA (the Health Insurance Portability and Accountability Act) and the MMA (Medicare Modernization Act). NCPDP members have created standards such as the Telecommunication Standard and Batch Standard, the SCRIPT Standard for e-Prescribing, the Manufacturers Rebate Standard and more to improve communication within the pharmacy industry.

Data services include dataQ, a subscriber database of pharmacy information used to provide industry with identifiers and other information for processing of prescription drug claims, and HCIdea™, a prescriber database of physician and other prescriber information including practice locations, identifiers such as NPI , UPIN, DEA and State License numbers, and phone numbers. For more information about NCPDP standards development, educational programs, work group meetings and data services, please visit ncpdp.org or call (480) 477-1000.

# # #

social tags: ncpdp, national council for prescription drug programs, dataQ, pharmacy data, healthcare, pharmacies, pbm, pharmacy benefit managers, health plans, informatics, pharmacy practice management, healthcare list procurement, payers, pharmaceutical, biotech, manufacturers, electronic claims processing, prescription drug claims, pharmacy network development, credentialing, data validation, drug utilization, product recalls, real-time, custom reporting, standard pharmacy database v2.1, provider ID, national provider identifier, npi, Lee Ann Stember, nonprofit, ANSI, HIPAA, MMA, Telecommunication Standard, batch standard, script standard, e-prescribing, NPI, UPIN, DEA, state pharmacy license, standards development