

NEWS RELEASE

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BRICKLEY ASSUMES NCPDP LEADERSHIP ROLE

New Chair Announced at NCPDP Annual Conference

Phoenix, AZ - The National Council for Prescription Drug Programs, Inc. (NCPDP) introduced a new Chair of the standards development organization at the Annual Conference held March 5-9, 2005 in Phoenix, Arizona. Marla R. Brickley, National Account Manager for Actelion Pharmaceuticals US, Inc., was introduced to conference attendees at the Passing of the Gavel Ceremony.

Brickley, a fourteen-year member of NCPDP, replaced outgoing Chair Harold E. Cohen, R.Ph., who is Vice President, Editor-in-Chief of *US Pharmacist* magazine. She also served as the NCPDP Chair in 1999, a year when the NCPDP Telecommunication Standard Version 5.1 was released, which later was named in the HIPAA legislation and the MMA.

"Some of our challenges for the coming year are related to new opportunities within the industry," Brickley said on Tuesday. "For example, MMA and e-Prescribing. All of these things will require our members to work feverishly to meet deadlines and to participate and not be left behind."

Cohen, who first joined NCPDP in 1987 and has been active with the Council for seventeen years, provided vital leadership for the Council in a very significant year. Under Cohen's guide, NCPDP held the second of two (2) strategic planning sessions, held two (2) educational forums that set attendance records, saw the creation of a new work group devoted to the Long Term Care segment of healthcare and culminated in NCPDP standards being named in the CMS proposed rules for e-Prescribing under the MMA.

"NCPDP is also actively participating in the United States Health Information Knowledgebase data registry project, which ensures that models and products of NCPDP can be shared and exchanged with other standards development organizations, like X12 and HL7," said Cohen, who ended his second

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stint at NCPDP Chair. "No one can accurately forecast what is in store for our industry, but one thing is certain, it is important that NCPDP be ready to tackle situations as they arise."

Brickley will serve as Board Chair until the 2006 NCPDP Annual Conference, next March in Phoenix, Arizona. Brickley appointed a new Vice Chair, Carol K. Cerney, R.Ph., MBA, Manager, Strategic Relationships for NDCHealth.

"I can't say enough about the leadership and vision that we have received from Harold Cohen over the past year," said NCPDP President, Lee Ann Stember. "I am confident that Marla will help us continue to build momentum."

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About NCPDP

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with approximately 1400 members representing virtually every sector of the pharmacy services industry. Our diverse membership provides leadership and healthcare business solutions through education and standards, created using the consensus building process. NCPDP has been named in federal legislation, including HIPAA and the MMA. 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. Our data services include the NCPDP Provider Identification Number, a unique identifier of over 68,000 pharmacies and HCIda, "The Prescriber Identity Solution". For more information about NCPDP Standards, Educational Programs and Work Group meetings, go online at www.ncdp.org.

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