

## SRWA Publishes PDL Update for January 2005

**Medicaid Preferred Drug Lists** continue to be the *hot topic* this year. As more and more states develop and implement a PDL, it becomes doubly important for **everyone** in your company to know "*what's happening*." Our unique and comprehensive report on Medicaid preferred drug lists is available **very soon**. We are the industry standard.

**To Request a Sample Copy [CLICK HERE](#)**

Most pharmaceutical companies have Medicaid preferred drug list, prior authorization criteria, supplemental rebate information, and contact information stored somewhere in the company's database, but very few have this information available as a single comprehensive report. We bring it all together for your company, large or small.

**Releasing a new product?** No problem – we bookmark every state with your therapeutic category and tell you whether you have the competitive advantage or whether there are barriers to entry.

**Concerned about competitor activities in the Medicaid market?** No problem – we provide up to date information about every drug listed on preferred drug lists four times a year.

**Know when your therapeutic category will be reviewed?** No problem – we list every state's schedule and tell you when your drug will be reviewed.

**Need a custom report for your specific market?** No problem – we can provide prior authorization criteria, therapeutic category reviews, and other information on a custom basis and quick turn-around.

### **The SRWA Report**

Call SRWA for a sample PDL report and find out why so many pharma companies rely on our service. SRWA reports feature:

- Combines all the Medicaid information you need into one searchable report
- Describes specific therapeutic categories Medicaid will review
- Analyses co-payments and tiered payment schemes
- PDF version is searchable by state and therapeutic category

---

### **SRWA Reports Are Comprehensive, Informative, Targeted**

---

SRWA has considerable pharmaceutical industry experience working with state Medicaid programs. We are experts in:

- Developing state specific action plans
- Calling on Medicaid officials to coordinate your strategic objective
- Cultivating and developing opinion leaders

**To Request a Sample Copy [CLICK HERE](#)**

Contact [SRWA](#) for information on how to subscribe, pricing, delivery options, custom reports, and details to exactly fit your information needs.

Sincerely,  
S. R. Ware Associates, Inc.



**[CLICK HERE](#)** to request a free sample copy of our targeted Medicaid report.

#### **About S. R. Ware Associates, Inc.**

S. R. Ware Associates, Inc. (SRWA) is a contract consultant group focused on pre- and post-launch pharmaceutical, biotechnology, or laboratory products requiring approval from Medicaid, Medicare, or other entities. Steve Ware, who is a 25-year veteran in pharmaceutical sales, market research, knowledge management, and opinion leader development, founded SRWA in 1995. SRWA draws upon a cadre of experienced associates with expertise in lobbying, sales management, advocacy, and a variety of therapeutic areas.

S. R. Ware Associates, Inc.  
574 Cricket Lane  
Downingtown, PA 19335

610-321-6191 Office  
[srwa@srwa.net](mailto:srwa@srwa.net) E-Mail  
[www.srwa.net](http://www.srwa.net) Web page

**IMPORTANT NOTICE:** This communication, including any attachment, contains information that may be confidential or privileged, and is intended solely for the entity or individual to whom it is addressed. If you are not the intended recipient, you should delete this message and are hereby notified that any disclosure, copying, or distribution of this message is strictly prohibited. Nothing in this email, including any attachment, is intended to be a legally binding signature. We make every effort to keep our professional mail list up to date and voluntary. If you received this e-mail in error, please let us know and we will promptly remove your name from our database. We make every effort to maintain a voluntary mail list; if you received this message and do not want to receive further communications from SRWA, please let us know.

(c) 1995-2005 S. R. Ware Associates Inc.,  
all rights reserved