

## OMNICARE , Inc.

Omnicare, Inc., headquartered in Covington, Kentucky, is a leading geriatric pharmaceutical care company. Currently serving approximately 628,000 residents in more than 8,800 long-term care facilities in 43 states. Omnicare is the nations largest provider of professional pharmacy, related with health care providers. In addition, Omnicare is the fifth largest global contract research organization ("CRO") providing comprehensive clinical research services for the pharmaceutical and biotechnology industries in 23 countries.

Omnicare employs over 1,000 pharmacists. Approximately 500 Omnicare pharmacists go into facilities as consultant pharmacists. These pharmacists consult with physicians on proper medications and help initiative health management programs.

Omnicare publishes a formulary guide for all its provider sites on an annual basis. This book is called The "Geriatric Pharmaceutical Care Guidelines" and is published in conjunction with the University of Sciences in Philadelphia. The University, based on clinical evaluation suggests medications in over 100 therapeutic drug categories to be positioned in preferred, acceptable, or unacceptable categories . Omnicare will then take this information, and add a cost component (cost to the payer) to be added to the positioning.

During 1997, The Johnson & Johnson Long Term Care Business Group along with Johnson and Johnson Health Care Systems signed a performance based contract with Omnicare, Inc. The contract provided for a performance driven tiered rebate to be implemented for Johnson & Johnson strategic brand pharmaceutical products including Ultram, Duragesic, Propulsid, Procrit, Risperdal, Levaquin, and Floxin.

Currently, Omnicare is running two initiatives for products produced at Janssen and Ortho-McNeil. Risperdal has generated an all time market share high of 55.5% throughout the 1st quarter of 2000. This market share represents Omnicare's ability in persuading physicians to write Risperdal in the areas of Behavioral Disturbances associated with Dementia.

Omnicare also has an initiative under way for the antibiotic Levaquin for Urinary Tract Infections and Community Acquired Pneumonia. At the end of the first quarter, Levaquin reached an all time high market share of 67.02%. Once again, demonstrating Omnicare's ability to persuade physicians to write the most efficacious medication based on clinical evidence.

The partnership has grown beyond product interventions. Omnicare's Clinical Research Organizations have been involved with past clinical studies and offers potential in a geriatric specific environment for products such as Reminyl.

Janssen and Omnicare have also piloted an e-commerce initiative that would demonstrate Omnicare's abilities in persuading physicians to write medications in a less structured assisted care living environment. There are also meetings currently underway that would look at a partnership approach in the European sector, in addressing the same type of product interventions with Janssen Cilag in England.

Omnicare, Inc. has demonstrated its ability to partner in a true sense of the word and has generated well over 100 million dollars of Johnson & Johnson pharmaceuticals annually.