

Chain Drug Review

Reporter for the Chain Drug Store Industry

Vol. 25, No. 15 Racher Press Inc.

www.chaindrugreview.com

September 15, 2003

Pharmacy in midst of turbulent times

PHILADELPHIA — Issues affecting retail pharmacy's future are converging like never before, industry leaders said at the National Association of Chain Drug Stores Pharmacy & Technology Conference.

The pending Medicare prescription benefit, pressures on Medicaid pharmacy reimbursements, illegal drug importation and electronic prescribing are coming together to shape the business "for the foreseeable future," noted CVS Corp. senior

vice president of health care services Jim Smith, who chaired the event.

"For the remainder of 2003, and no doubt in 2004, we will continue to encounter additional challenges for community pharmacy," Smith commented. "The model for success will be to continue to educate the public and politicians about our business, while reinforcing the value of the pharmacists and pharmaceuticals."

Mary Sammons, president

and chief executive officer of Rite Aid Corp. and chairman of NACDS, said dealing with critical issues requires collaboration between everyone involved in the drug store business.

"We can only be effective in facing our challenges if we find more ways to work together for our mutual benefit," she remarked. "No matter what aspect of the business you represent, we all gain when retail pharmacy prospers."

NACDS president and chief

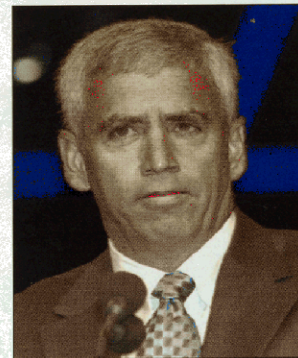
executive officer Craig Fuller likened the industry to a marathon runner who has pushed through the "wall of pain."

Retailers' successful efforts to influence Medicaid and Medicare should be celebrated, he said, while cautioning that the struggle is not over.

"We need nothing less than our very own 'shock and awe' campaign this fall and throughout next year," Fuller stated.

Around the country, CVS'

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Jim Smith

Walgreens buy breaks the pattern

DEERFIELD, Ill. — In a departure from the policy it has followed for the last 17 years, Walgreen Co. has agreed to buy 16 stores or pharmacy files in the Portland, Ore., and

25 DAYS
THAT CHANGED
CHAIN DRUG
RETAILING

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Longs' Bryant cites progress, objectives

WALNUT CREEK, Calif. — Warren Bryant has been chosen to succeed Bob Long as chairman of Longs Drug Stores, becoming the first person outside of the family to lead the chain as chairman, president and chief executive officer.

The 57-year-old Bryant joined

Longs in October 2002 as president and chief executive officer and a member of the board of directors. Independent director Donald Sorby says the decision to name Bryant to the additional title of chairman reflects the board's confidence in him.

"Since joining Longs," Sorby has displayed

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Nature's Tears EyeMist to benefit from added marketing muscle

GRANTS PASS, Ore. — A little more than a year after launching its Nature's Tears EyeMist, Bio-Logic Aqua Technologies is stepping up its marketing efforts with a national media campaign.

"The launch of Nature's Tears EyeMist national media campaign will reach millions of people, educating them about dry eye conditions and how they can quickly and easily get immediate relief," states company founder and chairman

Sharon Kleyne.

"Everyone has some degree of dry eye caused by our environment — insulated windows and walls, forced air heating and cooling, chemicals in paint, synthetic carpets, contact lens use, and long hours at the computer," she notes. "Nature's Tears is unique in that it is a mist that when applied restores moisture to the tear film, soothing dry, irritated eyes."

Kleyne notes that the product is really nothing more than



water but is quick to point out that it is not just any water.

Nature's Tears EyeMist, she explains, is a tissue-culture grade of water that restores moisture volume to the eye's tear film without the detrimental side effects that can result from using other eye washes.

Most conventional eye drops, Kleyne points out, flood the tear film, washing away beneficial proteins and the eye's protective lipid layer. Over time this process exacerbates dry eyes and leads to dependency on drops.