



Proven Solutions for Cost Containment

PMSI Contact:
Deborah Shipley
Marketing Communications Manager
877.ASK.PMSI
deborah.shipley@pmsionline.com

PMSI ANNOUNCES AN ENHANCED BRAND TO REFLECT ITS SUCCESSFUL DELIVERY OF COST CONTAINMENT SOLUTIONS

Tampa, Florida (November 10, 2010) – PMSI, one of the nation’s largest providers of specialty workers’ compensation products and services, today announced that it has enhanced its brand and visual identity. The brand features a new tagline – *“Proven Solutions for Cost Containment,”* which reflects PMSI’s focus on clinically based programs that ensure a high quality of care for injured workers and control over all medical costs.

“PMSI is focused on delivering results to clients and achieving better outcomes for injured workers. This focus is reflected in our new branding and messaging,” said Eileen Auen, chairman and CEO of PMSI. “Through our clinical expertise, analytical tools and proven processes, we are offering fresh ideas designed to address the major barriers to improving outcomes and lowering costs.”

PMSI’s enhanced brand demonstrates the company’s focus on holistic approaches to providing products and services that drive appropriate and high-quality care for the injured worker. This approach has allowed PMSI to achieve results for clients such as a 90 percent network penetration for pharmacy claims, a 52 percent reduction on pharmacy allocations for Part D non-approved usage, a 28 percent reduction in annual drug spend on high-risk claims, and a 12 percent savings in home healthcare costs.

“We are excited to announce our new brand identity as it illustrates the essence of what we are focused on at PMSI,” said Jay Krueger, chief strategy officer. “Our extensive investment in our clinical, informatics and technology platform has allowed us to develop innovative solutions that address the major quality and cost challenges in the areas of pharmacy, medical services and equipment, and Medicare Set-Asides. These solutions have yielded tangible, proven results that have made PMSI the service provider of choice for many organizations in the workers’ compensation space.”

PMSI has introduced an updated version of the PMSI logo and a refreshed visual identity in its brand materials. The enhanced brand is illustrated through a series of print and online advertisements, as well as customer communications, all of which highlight how PMSI is bringing innovative approaches to cost containment for its clients. The refreshed brand materials, accompanying advertisements and marketing collaterals can be found at www.pmsionline.com.

About PMSI:

Founded in 1976, PMSI is a leader in developing solutions to control the growth of medical costs in workers' compensation. As one of the nation's largest and most experienced companies focused solely on workers' compensation, we deliver proven solutions for cost containment across the claims lifecycle. PMSI's solutions for Pharmacy, Medical Services and Equipment, and Settlement Solutions deliver quantifiable results and improve the quality of care for injured workers. We provide our customers with the innovation, focus, expertise, analytics and technology needed to successfully deliver workers' compensation benefits. For more information, visit www.pmsionline.com or call 877.ASK.PMSI.