



## **RED BOOK From Thomson Reuters Continues Providing Average Wholesale Prices for Drugs as Others Stop Supplying This Important Data**

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ANN ARBOR, Mich., April 8, 2010 /PRNewswire via COMTEX/ --Some vendors have announced they will stop publishing the Average Wholesale Price (AWP) of drugs in 2011, but Thomson Reuters will continue to supply this needed information in RED BOOK.

RED BOOK(TM) Drug References provide electronic access to current pricing and product information on prescription and over-the-counter drugs, nutraceuticals, bulk chemicals, and non-drug items. It is updated continuously.

"We've relied on the RED BOOK drug file for many years, and I'm very pleased to hear Thomson Reuters will continue supporting our need for current price benchmarks, including AWP," said Adam Wiatrowski, vice president of product development at NovoLogix, Inc.

"As a medical pharmacy benefit manager, we provide technologies and systems to some of the nation's leading health plans, and integral to that is having a trusted source of drug information," he said. "It's reassuring to know Thomson Reuters can be relied upon to continue publishing these important price benchmarks."

RED BOOK is the oldest source of drug pricing information in the U.S. In addition to AWP, it contains Wholesale Acquisition Cost (WAC), Direct Price (DP), Suggested Retail Price (SRP), and Federal Upper Limit (FUL).

"Thomson Reuters recognizes that AWP remains an important benchmark," said Thomas Hegelund, executive vice president of the company's Healthcare & Science business. "We are committed to providing fair and unbiased drug information to professionals across the healthcare industry. As drug reimbursement benchmarks are developed, Thomson Reuters and RED BOOK will continue to deliver transparent and consistent drug pricing information."

The Thomson Reuters policy and methodology on AWP has remained consistent and can be reviewed at [www.redbook.com](http://www.redbook.com).

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