**Dawn Sherman**  
**President, EnvisionRxOptions, a Rite Aid subsidiary**

TWINSBURG, Ohio — Through her business career, Dawn Sherman has been quick to embrace new opportunities and tackle new challenges. At EnvisionRxOptions, the pharmacy benefits management company (PBM) now owned by Rite Aid Corp., she has had occasion to do both. Since joining almost two years ago, Sherman, who is president, has helped guide the company through a period of robust expansion despite the inevitable distractions caused by changes in ownership.

Shortly before her arrival, EnvisionRxOptions sold the company to TPG, a private equity firm. Rite Aid’s intention was to sell the company in February 2015, and now the drug chain itself is in the process of being acquired by Walgreens Boots Alliance Inc. (WBA).

“There’s been a lot of change,” says Sherman, who brings her business career as a business consultant and then worked as the chief operating officer for Medco International at that time one of the nation’s top three PBMs. She also served as COO for Teva Pharmaceuticals U.S. and then worked as the chief operating officer for EnvisionRxOptions. “But Envision has remained true to the entrepreneurial spirit that first attracted me to our core business.”

“Typically, the PBM industry uses a model that focuses on the size of the drug discount or rebate. Most PBMs take a spread, so they earn money as they buy drugs and then sell them to their pharmacy partners. In this more traditional model, they keep all of the upside.”

The original innovation that set Envision apart was its fully transparent, pass-through model, which is much different. “We’re paid on a fee per claim, or per member per month, and pass all of the financial value that we create through to our clients. It is a very different way of delivering pharmacy benefits.”

Sherman’s willingness to embrace creativity in a field not usually noted for it has attracted other progressive thinkers, transformed EnvisionRxOptions into a full-service company with a range of value-added services, including integrated care programs in which (company which now includes, among other divisions, a national Medical Part D prescription drug plan, cash pay prescription savings programs; and mail-order, specialty and compounded pharmacies) and is what makes her one of the most influential women in the industry.

One of her current priorities is developing synergies with Rite Aid and, following the completion of the merger, with WBA. Sherman knows that both Rite Aid and WBA “are retailers looking to work together as a retailer and a PBM can do together,” she comments. “The sale to Rite Aid gave EnvisionRxOptions new, bigger opportunities that we didn’t have before.”

Staford’s contributions to EnvisionRxOptions new, bigger opportunities that we didn’t have before. Staford’s contributions to Rite Aid’s prescription management and medication management.

Sherman says, “For more than two decades, Health Dialog has been a PBM. It is an exciting time at EnvisionRxOptions.”

Sherman continues to work on the potential of Health Dialog’s analytic, predictive model capabilities to transform the company into a leader in population health management.

“When you stop to think about it, our small business is a multibillion-dollar business, a pharmacy benefit manager. Our employees have been doing with Rite Aid, but it has given me a whole new perspective on how to better serve our clients. It is a very different way of delivering these services to the total populations we serve and add value for our clients.”

EnvisionRxOptions is a pharmacy benefit manager for nearly 2,000 employers and is a part of the Rite Aid Health Alliance, which includes Cornerstone Health Care, EnvisionRxOptions, Health Dialog, Interact, Medco Health Solutions, Rite Aid, Synchrony Health and Vitality Health Network.

**Karen Staniforth**  
**Chief Operating Officer, Health Dialog, a Rite Aid subsidiary**

CAMP HILL, Pa. — Karen Staniforth’s 25 years of experience as a Rite Aid pharmacist, district manager and then area drug director are being put to work in the expanded realm of population health management.

For the past year and a half, Staniforth has served as chief operating officer of Health Dialog, a pharmacy benefit manager that specializes in consumer engagement, shared decision-making and health care analytics that Rite Aid acquired in April 2014.

Health Dialog supports the Rite Aid Health Alliance, an integrated care program in which doctors from affiliated health care groups work with Rite Aid pharmacists and Health Dialog care coaches to support patients with chronic and polypharmacy conditions.

Health care provider partners in the Rite Aid Health Alliance include Cornerstone Health Care, EnvisionRxOptions, Health Dialog and Caremark. Rite Aid’s acquisition and integration of Caremark has strengthened the company’s pharmacy benefit manager presence and improved its ability to coordinate the pharmacy care of its clients.

Besides its participation in the Rite Aid Health Alliance, Health Dialog provides analytics support for Rite Aid and pharmacy benefits manager EnvisionRxOptions (acquired by Rite Aid in 2015) as well as a range of services to health care providers.

On the potential of Health Dialog’s analytic, predictive model capabilities to transform the company into a leader in population health management, Staniforth says, “We repositioned the company from a primarily telephonic disease management company to a total technology company as well as a specialty pharmacy, and acquired a part of Health Dialog’s patient engagement workflow software to care groups and coaches, providing a seamless engagement portal, which will serve our clients.”

Staniforth’s contributions to EnvisionRxOptions strategy. They can depend on for a high level of customer service.

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