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CibaGeneva
P H A R M A C E U T I C A L S

June 22, 1995

ID# 1706

Ms. Hillary Rodham Clinton
First Lady
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Ms. Hillary Rodham Clinton:

As we continue watching the changes taking place in our healthcare industry, it is important to remember that quality of care and patient satisfaction are the ultimate goals that we must strive to achieve. At the same time, we are given the daunting task of controlling the costs of healthcare. This has caused us to make many changes in the ways we provide healthcare to patients. The goal of managed healthcare is to provide appropriate, high-quality and affordable care while controlling costs. For this reason, managed care continues to proliferate. One important facet of managed care is the pharmacy benefit; as more and more Americans are covered by a pharmacy benefit, its role is becoming increasingly important in contributing to the delivery of quality healthcare.

CibaGeneva recognizes the important role that the pharmacy benefit plays in the overall healthcare scheme. As part of our dedication to serving the managed care industry, we are proud to continue sponsoring the *CibaGeneva Pharmacy Benefit Report*, a useful annual publication that reports and illustrates key data and trends in the management of the pharmacy benefit. Enclosed is *Trends & Forecasts* for 1995, which presents an in-depth analysis of industry trends in pharmacy benefit administration.

We believe the *CibaGeneva Pharmacy Benefit Report* is a valuable tool as you face the challenges of managing a successful prescription benefit program. As always, we welcome your comments on the publication and look forward to serving as your partner in providing quality, cost-effective pharmaceutical care.

Sincerely,



Douglas G. Watson
President
Ciba-Geigy Corporation
Pharmaceuticals Division

870-55095-D

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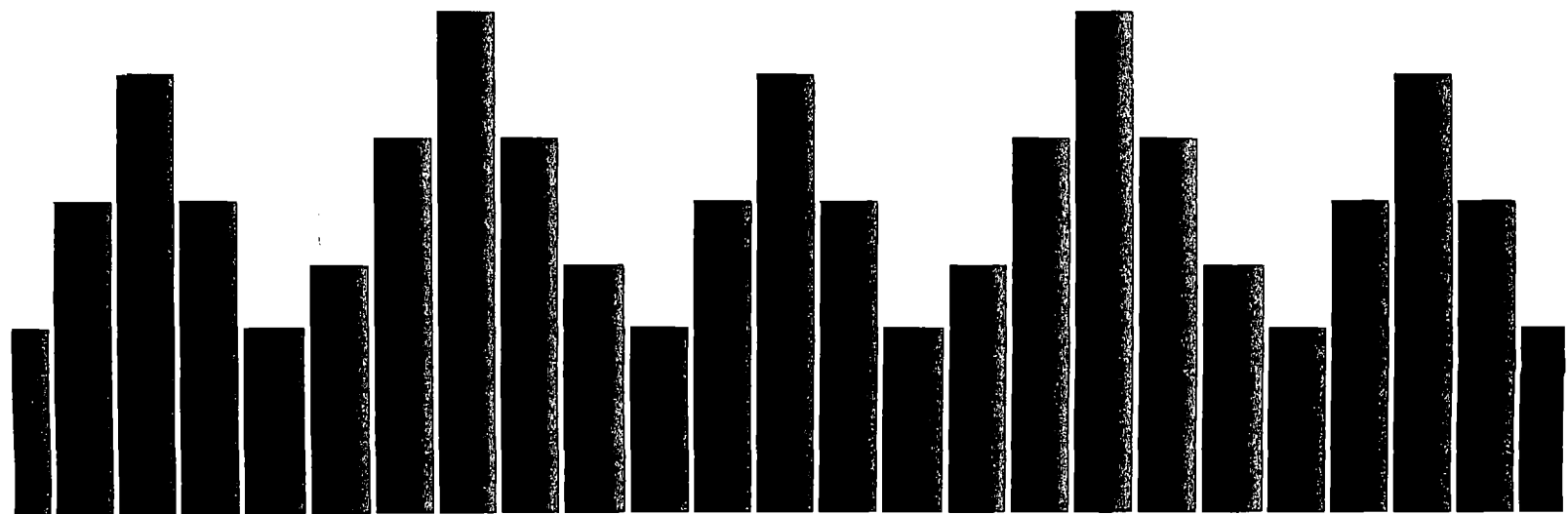
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CibaGeneva PHARMACY BENEFIT REPORT

Trends & Forecasts
1995 Edition



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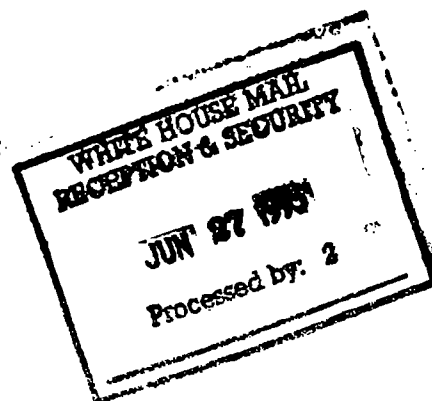
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