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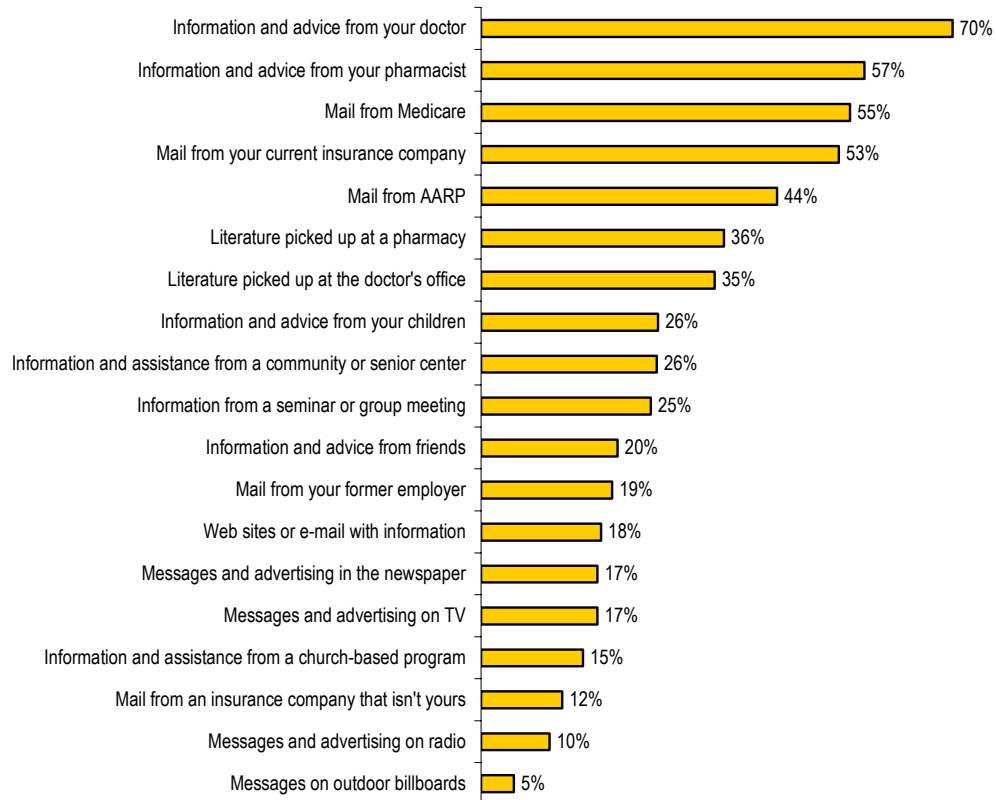
Part D Seniors Rate Effectiveness of Information Channels

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Deft Top Line Result:

"Please tell me how effective for you the following sources of information are" (Percent Effective)



Source: National Segmentation Study, 2005, Deft Research, LLC

Minneapolis, Minnesota – Seniors say physicians and pharmacists as well as mailed information from known sources are the most effective sources of information about the Medicare Part D program. This is according to the results of 902 telephone interviews conducted by Deft Research in November.

Seventy percent of seniors said that information from a physician about Part D was effective communication and fifty-seven percent said pharmacy information was effective. In addition to that, over one third of seniors said literature picked up at doctors' offices or pharmacies was effective communication.

This Top Line result indicates that seniors are most receptive to information about prescription drug coverage when it comes from a source that they perceive is providing information they want and is not trying to make a sale. Advertising, websites, and mail from an unfamiliar insurance company were among the least effective information channels according to seniors.

The Top Line Result says that combinations of advice and literature from physician or pharmacist sources would be most effective for seniors.

The result leads to the inference that at the present, evaluation and sorting is important, later perhaps, after confidence and motivation has been developed, company specific information presenting competitive strengths will be well received.

The National Segmentation Study also collected data on seniors' motivations and concerns regarding the Part D program. The information developed from this led to five distinct market segments defined by motivations and concerns. An implication of the analysis is that many seniors will not move to considering a specific health plan until concerns are answered.

The National Segmentation Study was conducted to help Deft's users reach seniors more effectively. The success of the Part D program depends on a wide block of seniors signing up, without that, unfavorable selection will create a drag on the program's future.

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