

Keith Cook
Pharmacy Consultant
MedImpact Direct

Mr. Keith Cook's pharmacy career began in hospital pharmacy and later moved to retail pharmacy working for Walmart Stores Inc for 23 years in various positions. Beginning his retail career as a pharmacist, he was promoted to the district manager role opening and supervising 16 to 20 pharmacies in central Missouri over a 10 year period. In 1999, Mr. Cook moved to Walmart's corporate office as an operations coordinator and then to a supervisory position over the Walmart PBM business, the Mail Order Pharmacy, the Compliance and Persistency programs, as well as opening the Walmart Specialty Pharmacy in 2001 in a joint venture with Priority Healthcare.

Finishing his career at Walmart, he moved to the Sam's Club business as the buyer for all pharmacy OTC (consumer) products for 3 years. In 2006, Mr. Cook left Walmart for a position at Cardinal Health - working on the Medicine Shoppe and Medicap franchise businesses. His team was responsible for negotiating all programs with branded pharmaceuticals, the OTC business, the specialty at retail business, the diabetic business, and the long term care business.

Keith Cook was most recently President of Avella Specialty Pharmacy (formerly The Apothecary Shops), between 2009 and March 2015. He helped take the business from a regional specialty player in the southwest with annual revenue of \$80M to a national player with over \$1 billion in annual revenue in just 5 years. With 30 years of experience in multiple areas of pharmacy practice, his strengths lie in team building, strategic planning, contract negotiations, project management, and training.

Mr. Cook is currently working full time as a consultant in the pharmacy industry for Keith Cook Pharmacy Consulting, llc.