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Vicki Cunningham is the owner and sole proprietor of Custom Rx Solutions, a consulting company providing services to pharmacy groups seeking fair reimbursement for pharmacy providers and transparency from pharmacy benefit managers (PBMs).

She was employed by the West Virginia Medicaid Pharmacy Services Program for 19 years. During that time, she served as the Drug Utilization Review Coordinator for 13 years and as the Director of Pharmacy Services for 6 years, until her retirement in 2019. During her tenure as director, the pharmacy program was carved out from managed care and returned to in-house management by the pharmacy services staff. The carve out resulted in savings of \$54.5 million for the Medicaid program, while reimbursement for pharmacy providers increased from an average of \$0.59 per prescription to a professional dispensing fee of \$10.49 per prescription.

Vicki is a graduate of the West Virginia University School of Pharmacy and has been a registered pharmacist for 48 years. She has served in hospitals, community pharmacies, free clinics for the under- and uninsured, as a consultant pharmacist and educator for long term care institutions, and as an instructor of pharmacology in the University of Charleston School of Nursing.