

# Solutions for a More Effective Pharmacy Benefit

Strategy | Engagement | Value



For Health Plans



## Cause and Effect

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You've got a pharmacy problem. We all do.

Medications cost your plan and members more every year.

When one in four people can't afford prescriptions, health outcomes suffer.

Every year the pharmacy web becomes more entangled.

Costs keep rising four times faster than inflation.

Members disengage. Clients are dissatisfied.

Each year brings another strategy to contain the problem.

Still, you can't get in front of it. **Or can you?**

### **Are You Ready to Change Pharmacy?**

The only thing clear in pharmacy is the need for a lasting solution. Rx Savings Solutions offers a fresh approach, one that's proven to simplify a complex system, to make medication more affordable and your pharmacy benefit more effective. We are more than patented technology.

**We're your pharmacy partners.**

# Try Something Different

Top-down strategies can only accomplish so much in a pharmacy benefit. Rx Savings Solutions works from the ground up, providing personalized, proactive prescription guidance to every member in the plan. They get the best pharmacy benefit experience at the lowest possible cost. You get satisfied, engaged members.

## How It Works

### Automated Claims Analysis

Individual prescription claims are automatically imported for fast, easy and timely analysis.

### Every Therapy, All Possibilities

Algorithms quickly analyze costs and every possible clinical therapy to uncover savings opportunities.

### Hard Numbers = Easy Choices

Users receive personalized alerts whenever lower-cost options are available to treat their conditions.

**74%**

of 2018 health plan claims with clinical alternatives found

## Why It Works

### Custom Built

White-label, Tier 1 support, preferred pharmacy? We tailor the solution to best meet your needs.

### Clinical Data Insights

Our patented algorithm processes thousands of claims a day. Clients leverage the data for more informed decisions.

### Plan and PBM Agnostic

We have proven integrations with plans of all sizes and data sharing agreements with all major PBMs.

**25,000**

dose-adjusted clinical savings suggestions

## What Success Looks Like

### Proactive Engagement

Members can easily see every medication available to treat any condition, and what each one costs within their plan.

### Measurable Action

Members can make sense of a complicated pharmacy benefit and make the best decisions for their health and finances.

### Value Creation

Your pharmacy department works smarter. Members have a valuable reason to stay engaged.

**3x**

industry average email engagement

“

You guys helped me out so much because my other alternative was to stop taking my medications. I appreciate everything you've done. You're my hero.”

— Mary | Member | Blue Cross and Blue Shield of Louisiana

# Clinical Expertise You Can Trust, Insight You Can Leverage

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## Pharmacy First

Rx Savings Solutions was founded by a pharmacist. Our in-house team of licensed pharmacists curates every clinical suggestion in our database, now more than 25,000 strong. Suggestions are logical, appropriate “clinical layups” that we would suggest to our own family members.

## Sharper Focus

Rather than building a transparency tool, your pharmacy department can focus on core functions like formulary evaluation and pharmacy plan design. With our nimble development approach, new ideas get to market faster for you and your members.

## Power of the Portal

Many health plan clients choose to put the Rx Savings Solutions platform into the hands of select teams. The AdminRx portal yields valuable additional insight to medication therapy management (MTM), customer service and provider networks.



# Equipped + Empowered = Engaged

When members can be better pharmacy consumers, they get more value from their pharmacy benefit—and their health plan.

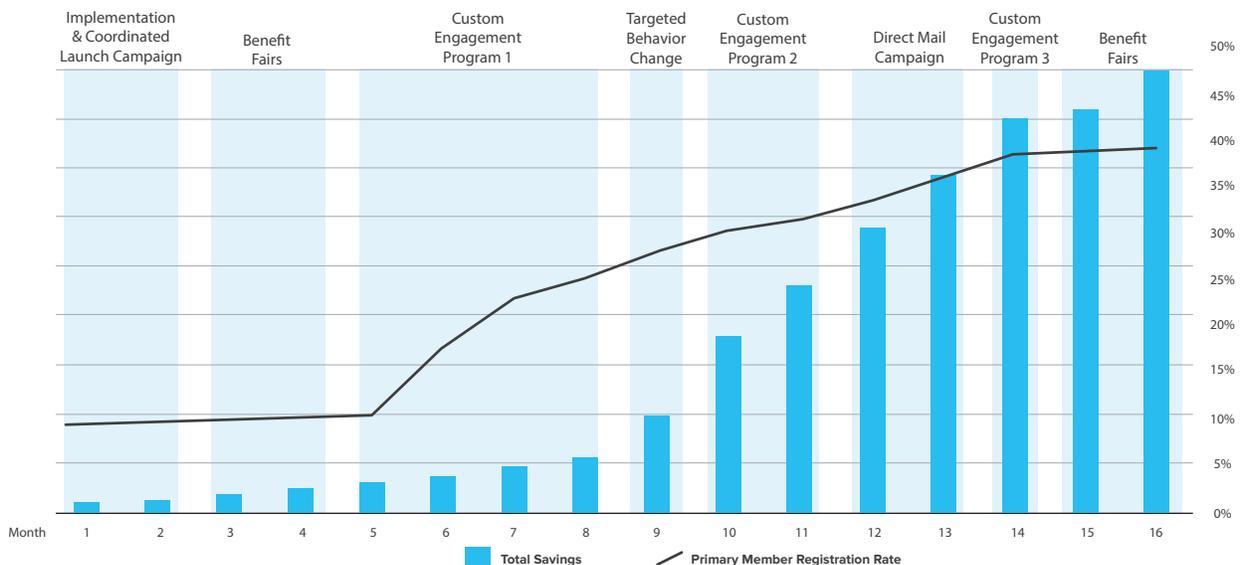


## How We Drive Engagement

Every population is unique. We meet your members where they are, on the platforms they prefer. Our marketing, member engagement and digital teams partner with yours to develop the right mix and best approach.

### Watch it Build

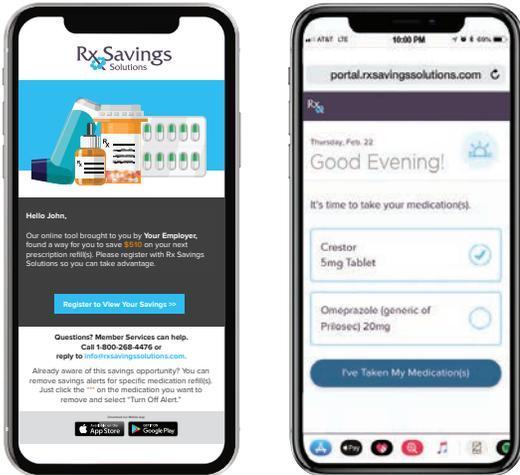
How member engagement and savings grow month by month and tactic by tactic.\*



\*Results from an actual client, 16 months post-launch

# Removing the Barriers to Better Outcomes

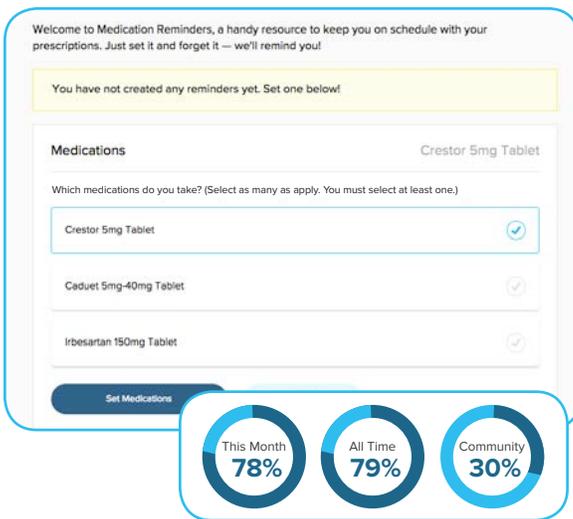
Rx Savings Solutions addresses the cost and the confusion associated with prescription medications. Because having fewer barriers to access and adherence means healthier, happier members.



## Personalization

The entire member experience is geared around the individual. They never have to search for savings opportunities or information about their pharmacy benefit.

- Integrated claims data and deductible status
- Email and text savings alerts and notifications
- Clinical pharmacist notes



## Adherence

Portal and mobile app features make it simple to manage everything related to medication—for the member and the whole family.

- Medicine Cabinet with medication reminders
- Medication Reports for spending and doctor's visit
- Medication acknowledgement and adherence reporting

Your Cost		Plan Impact as of 04/15/19	
Negotiated Price:	\$15.75	Applied to Deductible:	\$15.75
Plan Pays:	\$0.00	Deductible Remaining:	\$2,684.25
You Pay:	\$15.75	Applied to Out-of-Pocket Max:	\$15.75
		Out-of-Pocket Max Remaining:	\$2,684.25

## Simplifying Access

Members and dependents are equipped with everything needed to make a cost-saving behavior change, including the ability to automate switching to a new prescription.

- Contact Prescriber
- Desktop, mobile app and web portal
- Invite Dependent and Family Sharing

Getting a new prescription for **Atorvastatin 40mg and Amlodipine 5mg** is easier than you think. We can even submit the request to your prescriber on your behalf (We have their contact info from your prescription claim.)

Contact My Prescriber

Or [use this letter](#) to guide your own conversation with your prescriber.

# Why Partner with Rx Saving Solutions?

## Add Clinical Clout

- Reach more members with less effort
- Drive better decision support, medication adherence
- Leverage in-house clinical expertise, claims analysis and intervention

## Enhance Member Experience

- Present clear, objective and clinically sound savings suggestions
- Increase utilization and conversion, proactively
- Reduce out-of-pocket pharmacy costs

## Save Your Resources

- Enjoy easy implementation with minimal technical lift
- Employ proven marketing and proactive engagement
- Measure success and opportunity with monthly reporting/analysis

## Elevate Your Brand

- Drive more traffic to your member portal
- Increase exposure to plan programs and messaging
- Raise member satisfaction and ratings

**“Rx Savings Solutions is the most comprehensive solution that I’ve seen when it comes to driving safe, easy and personalized prescription savings suggestions. Our members will now have additional tools to help them reduce their out-of-pocket costs for prescription medications.”**



- Kevin Lewis | CEO | Community Health Options

**“By providing a solution directly integrated into claims records and benefits, our members now have detailed information at their fingertips to help them make prescription drug choices.”**



- Vindell Washington | Chief Medical Officer | Blue Cross and Blue Shield of Louisiana

# 5 Difference Makers

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## **Business Model**

We are an independent third party that works solely on behalf of a health plan and its members, not pharmaceutical manufacturers, PBMs or anyone in the supply chain.

## **Approach**

We work from the ground up, helping individual members find the best therapies at the lowest possible costs and develop a consumer mindset toward pharmacy costs.

## **Personalized Precision**

Members are presented with every opportunity available to save on prescriptions, taking into account the plan design, formulary, network, location and accumulator.

## **Experience**

Notifications reach the member proactively. No searching required, just a seamless experience with—and through—your plan, driving exposure to other plan programs.

## **Flexibility**

Our patented technology can accommodate any plan design and suppress certain suggestion types and drug classes per whatever strategies are in place.

