

# Contact Prescriber

## Click. Switch. Save. Done!

Often the greatest savings opportunities we find require a member to change prescriptions, transfer one to a different pharmacy, or simply ask for a specific generic. Always worthwhile from a financial standpoint, yet confusion can cause some members to perceive those steps as obstacles to behavior change. **We provide an “easy button.”**

### Eliminating the Barriers

Most people would rather not contact their doctor’s office, even to save hundreds or thousands of dollars. That’s why our Pharmacy Support team does it for them.

Contact Prescriber automates the process of requesting a change to a lower-cost, therapeutically equivalent prescription. With one click by the member, Rx Savings Solutions:

- Facilitates prescriber approval for the change, or automatically instructs a pharmacy to transfer or change a prescription (if approval isn’t required)
- Handles all follow-up and follow-through until the new prescription or new pharmacy is confirmed
- Notifies the member throughout the process until the new prescription is ready for pick-up or delivery

### Simpler, and Better

*“Is there a more affordable option for my prescription?”*

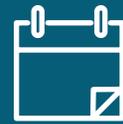
Physicians’ offices are asked this question countless times every day. In reality, most have no idea because retail prices can vary so much from one patient to the next. Rx Savings Solutions eliminates the guessing game. Contact Prescriber seals the deal.

# By the Numbers



**79 Seconds**

Average time spent by member to switch a prescription



**4.75 Days**

Average time to complete request



**\$55 per fill/  
\$442 per year**

Average member savings



**\$193 per fill/  
\$1,694 per year**

Average plan savings



**76% Success**

New prescription requests completed via Contact Prescriber

## How it Works



1

Our Pharmacy Support team consults with the prescriber to ensure the lower-cost prescription is right for the member.



2

A follow-up email is sent to the member explaining our next steps and when they will be completed.



3

The member is notified when and where the new prescription is ready for pick-up.



4

For any delays beyond 5 business days, Pharmacy Support re-engages the member to discuss next steps.

## What They're Switching to:

**49%**

Therapeutic Alternative

**18%**

Fulfillment Alternative

**11%**

Dosage Optimization

**8%**

Dosage Form Change

**7%**

Generics

**7%**

Combination Split

## Why it Doesn't Always Work

Roughly 15%-24% of Contact Prescriber requests aren't completed due to:

- Doctor denial of request for various reasons (refill expiration, too long since member's last visit, clinical opinion)
- Doctor proves to be unreachable
- Member isn't reachable on follow-up attempts

It was so easy. (Rx Savings Solutions) called my physician for me. I selected which pharmacy I wanted it filled at and had MANY options to choose from, all near me and showing me which pharmacy was the cheapest. Love it!"

- Stephanie, member, Blue Cross and Blue Shield of Kansas City

This last switch (via Contact Prescriber) took my eye drops down from \$390 to \$11. That's cheaper than a discount card, and now I don't have to worry about the card anymore."

- Bill Shipman, member, State of Kansas Employee Health Plan

Very pleasant contact person that followed up to see that their services were complete, and checked to ensure my satisfaction with the process. Would highly recommend their services!"

- Scott, member, Fortune 500 employer