

PrecisionRx Specialty Solutions Becomes Specialty Pharmacy Provider For Kentucky Members 10-1-2007

McGohan Brabender has been informed that beginning October 1, 2007, Anthem Blue Cross and Blue Shield Individual members in Indiana, Kentucky, Missouri and Wisconsin will be required to use participating specialty pharmacy providers including WellPoint's PrecisionRx Specialty Solutions (PRxSS), to receive full benefits for most specialty medications.

This change, effective with October 1, 2007 renewals and continuing over the next 12 months, means members in the Central Region market will receive a 30-day supply of their specialty medications for the cost of a standard co-pay.

With approximately 10.9 million members in the Central Region market, claims data indicates that no more than 389 members will be affected by this change to PrecisionRx. Launched in July 2005, PrecisionRx Specialty Solutions was created to more effectively manage and monitor the distribution of specialty drugs.

How is this change being communicated to Central Region Individual Members?

1. Members are receiving 30-day supply letters including an overview prompting them to contact PRxSS to transition their specialty prescription.
2. Members who do not respond to the 30-day supply letter will receive an automated phone call reminding them of the impending change.
3. Members will receive a follow-up letter. This lead time will allow members to contact PrecisionRx Specialty Solutions.

Members are also being informed that they may call PrecisionRx Specialty Solutions or their doctor to have their prescriptions transferred well before their next refill date.

If you have any questions, please contact your Account Manager at McGohan Brabender at (937) 293-1600.