

Anthem Member Notification: Zyrtec Going Over-the-Counter January 2008

McGohan Brabender has learned that Anthem health plan members currently taking the popular prescription medication for seasonal allergies, Zyrtec, will receive a letter in January advising it has now been approved by the U.S. Food and Drug Administration for over-the-counter (OTC) status. It will become available without a prescription on January 24, 2008, subject to availability of the product from the manufacturer. Anthem's prescription plans will no longer cover Zyrtec as of the availability date. Included with this letter will be a money-saving coupon for specified Zyrtec products.

In a separate mailing to members taking the Non-Sedating Antihistamines (NSA) prescriptions that have now been added as the second class of brand-name prescription medications under the cost care initiative program, Anthem will be providing them with the same money-saving coupon for specified Zyrtec products.

This change does not impact Medicare Part D or State Sponsored Business. Members on "do not contact" lists are excluded as well.

If you have any questions, please contact your McGohan Brabender Account Representative at (800) 293-2347.