

## An Important Message from Blue Cross of Idaho regarding Pharmacy:

We are excited to share more details about our move to IngenioRx as our new pharmacy benefits manager (PBM) partner. You may recall there are two key reasons we made this change.

- 1) **Lower Pricing:** new, more competitive aggregate pricing went into effect on January 1, 2020, letting your group take advantage of pharmacy savings over time. In addition, Blue Cross of Idaho can negotiate directly with pharmaceutical companies, specialty providers and more to help ensure you and our members are getting the best possible aggregate pricing.
- 2) **An Improved Member Experience:** our goal over time is to improve our member's experience when using their pharmacy benefit and we are working with IngenioRx now to do so. In the near term, our focus has been on a seamless transition for you and our members before next improving the member experience in collaboration with IngenioRx in the coming months.

### What Stays the Same Now?

- Prescription drug formulary
- Pharmacy network
- Mail order pharmacy provider
- Specialty pharmacy providers
- Existing prescriptions and prior authorizations will automatically transfer to IngenioRx

### What is Changing Now?

- New member ID card new brand name for our pharmacy benefit experience Blue Cross of Idaho Rx
- Customer service moves from CVS Caremark to IngenioRx, though the pharmacy benefits customer service number will remain the same. IngenioRx representatives will answer that number "Blue Cross of Idaho Rx"

The transition to IngenioRx for all groups will go live on July 1, 2020, when IngenioRx will begin handling customer service for all pharmacy questions. IngenioRx's customer service team for Blue Cross of Idaho will provide a Blue Cross of Idaho Rx branded member experience, will be available from 8 a.m.-6 p.m. (MT) Monday-Friday, with 24/7 support available as well.

### What Does the Blue Cross of Idaho Rx Name Mean for my Employees and Dependents?

Members will receive most communications regarding use of their pharmacy benefits under the Blue Cross of Idaho Rx brand name. This is especially true for members using retail pharmacies. Members calling the Blue Cross of Idaho Rx Customer Service number on the back of their cards will have a Blue Cross of Idaho Rx branded experience. Here is the logo for that brand name:



Members using mail order and/or specialty pharmacy who previously received communications from CVS Caremark will receive their deliveries and some communications from IngenioRx as the fulfilling pharmacy for these prescriptions.

## How Will Members Know About this Change?

Members will receive two different letters to inform them of this change. These letters will be branded Blue Cross of Idaho and will introduce the Blue Cross of Idaho Rx brand name.

- The first letter will arrive the week of May 25, informing them of a new member ID card coming in June, for use beginning July 1. That letter will outline steps they will need to take to continue receiving mail order or specialty pharmacy prescriptions correctly starting on July 1 as well.
- The second letter will arrive the week of June 15, providing them a new member ID card and instructing them to begin using the new card starting July 1. It will reiterate necessary steps for continuing to receive mail order and specialty pharmacy deliveries starting July 1.

In addition to these communications, both Blue Cross of Idaho and IngenioRx will be conducting coordinated outreach to members with mail order and/or specialty pharmacy to support a smooth transition for those members.

## What Actions Do My Employees and Dependents Need to Take?

- For most members: simply start using the new ID card they receive starting July 1
- For members with mail order and/or specialty pharmacy: follow the instructions provided to them starting July 1 to ensure their account is up to date

## What Actions Will Members with Mail Order and/or Specialty Pharmacy Need to Take?

Members who receive prescriptions via mail order or specialty pharmacy will need to log-in starting July 1 through **members.bcidaho.com** then:

- select **Pharmacy**
- next select **Manage My Drugs** and
- then click on the **Profile** icon
- provide payment information and verify their address under **Account Details**

Prior to July 1 mail order and specialty pharmacy will continue to be managed by CVS Caremark, including the member web experience.

## Is Logging in through BCIdaho.com New for Using Pharmacy Benefits?

Yes, with IngenioRx we are able to offer single sign-on (SSO) so Blue Cross of Idaho of members will no longer need a separate account to log-in to their prescription benefits, as they did with CVS Caremark, once they log in to their online Blue Cross of Idaho account. The digital experience will be Blue Cross of Idaho branded, with members seeing the Blue Cross of Idaho Rx name when the SSO takes them from Blue Cross of Idaho to IngenioRx's website.

## The Value of Relay Network – a Text-based Member Engagement Platform

The new member ID card will include a sticker guiding the member to call a toll-free number with Relay Network to confirm receipt of their card, similar to what consumers experience today when receiving a new credit or debit card. Here is an example of what the sticker will look like:



When the member calls to confirm the receipt of their card they will be invited by prompts to provide their cell phone number and opt-in to receive educational alerts from Blue Cross of Idaho about their health plan benefits.

- This is an important opportunity to communicate via text with your employees and their dependents by improving the contact information on file so Blue Cross of Idaho can deliver personalized messages to members.
- Members are not required to call to confirm receipt of their card, nor are they required to provide their cell phone or email address. Their ID card will be active and ready for use starting July 1 either way.
- We will use the contact information collected from Relay Network to deliver relevant health messages via text, such as sending a flu shot reminder, to your employees and their dependents.