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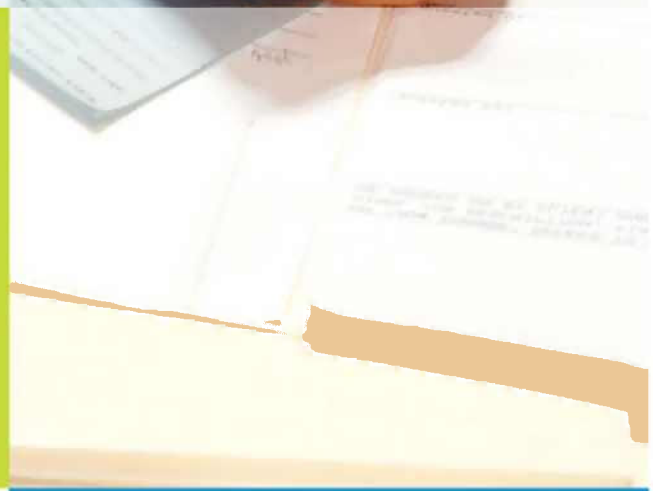
Pharmacy Education and Utilization Programs



Responsible Rx

how can Blue help you?

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Responsible RX

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What is Responsible Rx?

- Responsible Rx is an umbrella of education and utilization programs provided by BCBSF to help members stay informed about prescription medications and how to use them properly.
- The program has three components:

Responsible Quantity (Quantity Limits)

Responsible Dose (Dose Optimization)

Responsible RX

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Why has Blue Cross Blue Shield of Florida implemented the Responsible Rx program?

- We know our members have questions about safe and appropriate use of prescription medicines. We also know members have concerns about the costs of those medicines. So we developed the Responsible Rx program to provide knowledge, promote safety and responsibility, and keep out-of-pocket drug costs as low as possible.

Goal: Ensure customer access to safe and clinically effective medication that improves health care outcomes while maintaining affordability.

Responsible Quantity (Quantity Limits)

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Coverage maximum program to ensure that coverage of certain prescription drugs reflect drug manufacturers' and Food and Drug Administration (FDA) dosing guidelines

The Responsible Quantity program helps prevent accidental overuse by limiting the number of doses covered per month for certain medications. The quantity limitations are based on the Food and Drug Administration guidelines and the manufacturer's dosing recommendations.

Look for a current listing of drugs included in the Responsible Quantity program under the attachments tab to the left of this screen.

Responsible Quantity (Quantity Limits) continued

If your doctor prescribes more than the Responsible Quantity for a particular drug in the program, you can still receive the original quantity. BCBSF will cover the Responsible Quantity for your usual cost share amount, and you may pay for the remainder if you choose.

For members who require a greater monthly quantity than the coverage maximum based on medical necessity, the prescribing physician may submit a prior authorization request for review.

Look for a current listing of drugs included in the Responsible Quantity program under the attachments tab to the left of this screen.

Responsible Steps (Step Therapy)

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- Program details
  - BCBSF's clinical step-therapy program
    - Requires trial of one or more alternative medications before coverage of a targeted drug

- Main objectives of the Responsible Steps program
  - Promote safe and effective use of medications
  - Reduce inappropriate use of medications
  - Increase member savings

Look for a current listing of drugs included in the Responsible Steps program under the attachments tab to the left of this screen.

Responsible Steps (Step Therapy) continued

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Example:

Responsible Steps Program Information

Therapeutic Category	Drugs Included in Program (Target Drug)	Prerequisite Drugs	Plans	Links
Lipid Management	Advicor, Altoprev, Crestor, Lipitor, Mevacor, Pravachol, Simcor, Vytorin, and Zocor	Previous use of one of the following generics: lovastatin, pravastatin, simvastatin	BlueCare BlueChoice BlueOptions BlueSelect	Authorization Form

Look for a current listing of drugs included in the Responsible Steps program under the attachments tab to the left of this screen.

Responsible Dose (Dose Optimization)

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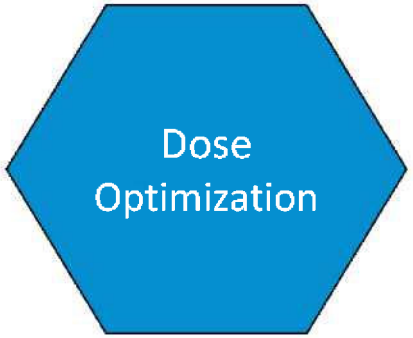
Medication Dosing and Compliance Initiative



- The Responsible Dose program provides dosing suggestions that could help you stay on your doctor-prescribed medications more conveniently.
- A member education program that applies only to certain medications
- Includes a monthly coverage maximum based on the recommended dosage and duration of therapy
- Valuable information provided to the prescriber and member-patient to make appropriate medical condition therapy choices

Look for a current listing of drugs included in the Responsible Dose program under the attachments tab to the left of this screen.

Responsible Dose (Dose Optimization) continued

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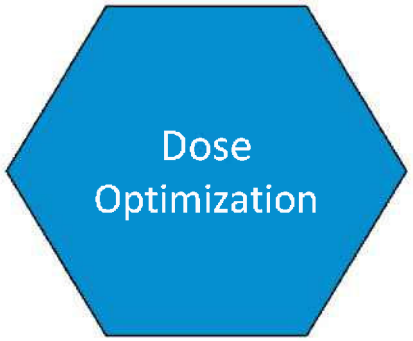
- Medications included in the program are approved by the FDA and the manufacturer for once-a-day dosing.
- If it appears you may be taking two tablets per day to get a total daily dose that's available in one tablet, we'll suggest you contact your doctor to discuss a possible dosing change.
- The program is educational and completely voluntary on your part.



Look for a current listing of drugs included in the Responsible Dose program under the attachments tab to the left of this screen.

Communications & Tools

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- Member Specific Letters
- Provider Correspondence and ongoing education
- BCBSF Medication Guide
- BCBSF Newsletter
- MyBlueService
- MyRX Health

Florida BLUE

Time sensitive information for:
<Member Name>
<Address>
<City, State, Zip>

Important: Changes in coverage for users of <Drug Name>

Summary

BlueCross BlueShield of Florida
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- Responsible Rx is an education and utilization program provided by BCBSF to help members stay informed about prescription medications and how to use them properly.

- The program has three components:
  - Responsible Quantity
  - Responsible Steps
  - Responsible Dose

Look for more information about Responsible RX under the attachments tab to the left of this screen.

Thank You

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- Thank you for taking the time to view this presentation.
- Please contact your local BCBSF representative with any questions or comments about the Responsible RX programs