



# Want to reinforce the value of pharmacy benefits?

Deliver competitive prices on medications and help your members save. It's easier than you think.

As prescription costs rise, more and more people shop around for the best price. But researching medication prices can be overwhelming, especially with so many promotions for discounts and cash programs in the market. Many members end up going off benefit to find lower medication prices, which may cause them to question the value of their pharmacy plan.

Optum Rx Price Edge does all the comparisons for your members – so they know they are getting a competitive price for all their drugs, covered or not. They'll also get peace of mind knowing that our clinical oversight means they're taking the right medication for them.

## Close the gap between benefit and discount card market prices

**185 million**  
retail prescriptions are filled  
by members paying cash<sup>1</sup>



**5-15%** of the time,  
our solution beats traditional  
generic on-benefit pricing<sup>2</sup>

## Members use their pharmacy benefit and save

While a pharmacy benefit manager can offer significant savings across drug classes, there can be pricing discrepancies at the individual medication level. It's confusing for members when they find different prices as they compare costs between their benefit and discount programs.

To make sure they get a competitive rate, our claim system continually scans discount card market pricing and compares it to the benefit in real time. They don't have to shop multiple channels, which not only improves their experience, but reinforces the value of their pharmacy benefit. Plus, members can use Optum Rx when shopping for all of their non-specialty generic prescriptions, whether they are covered or not.

### More value, no cost

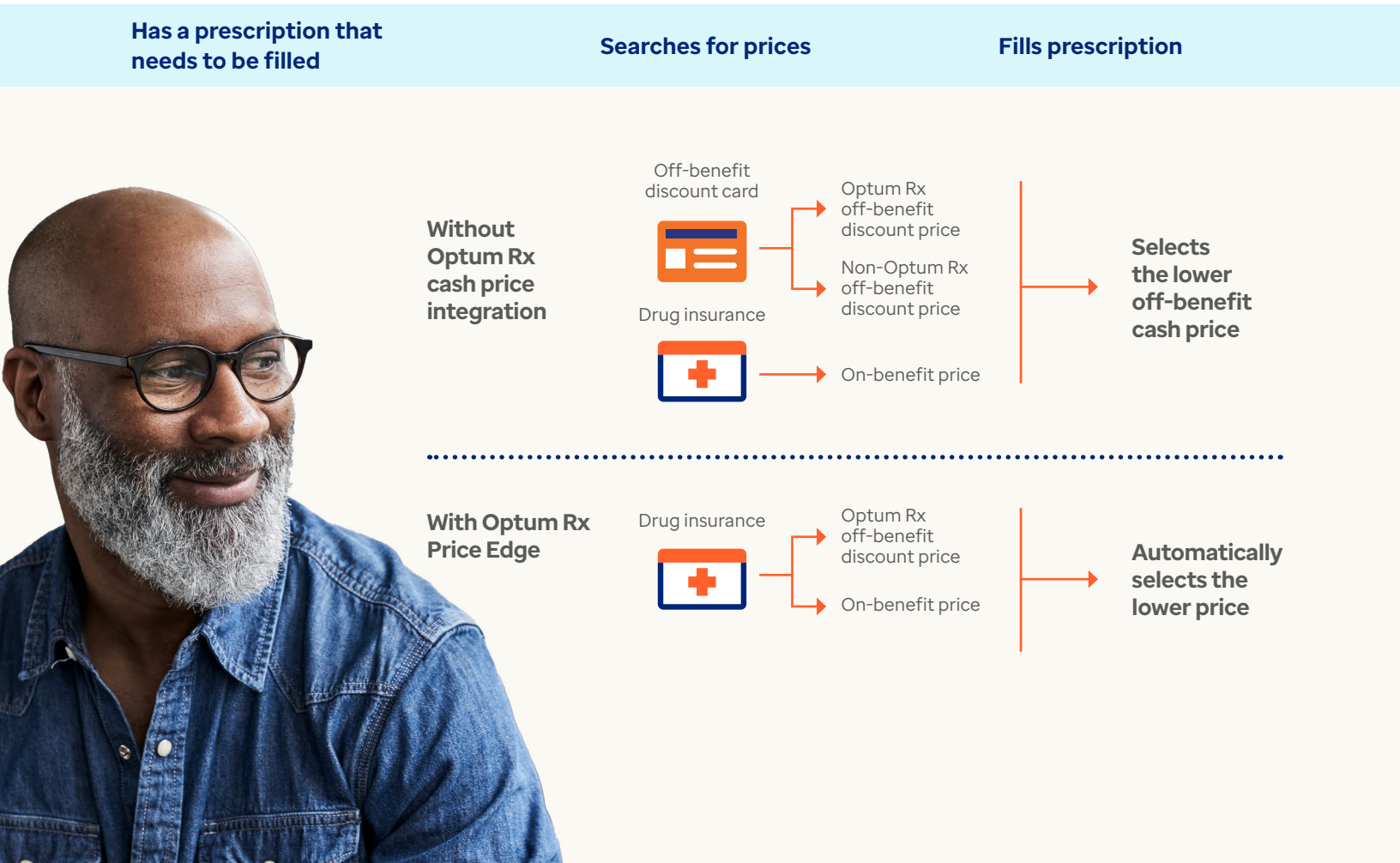
Price Edge helps deliver prices for generic medication, and:

- Adjudicates at market competitive rate
- Demonstrates member savings through client reporting
- Retains medical history for drug and clinical programs
- Improves member experience
- Reinforces value of pharmacy benefit



## How it works

For medications covered by the pharmacy benefit, Price Edge selects the lower option between discount card prices and a member's benefit cost share.



For noncovered medications, Price Edge discounts still help members get their medications at a more affordable price, even though they're not covered through their benefit.

Let's walk through a few examples.



## Optum Rx Price Edge member journey

# Jane<sup>3</sup>, 50

Taking atorvastatin for high cholesterol and cetirizine for allergies

# 1

Jane visits her doctor and receives prescriptions for atorvastatin (generic Lipitor®) and cetirizine (generic Zyrtec®); her physician sends both in to the pharmacy.

# 2

**Atorvastatin is covered by Jane's plan.** The claim is submitted to Optum Rx and Jane automatically receives a competitive price.

# 3

Jane saves money. Plus, the spend counts toward her deductible and out-of-pocket maximum.



**The result:** a seamless member experience. Jane's pharmacy plan helps her manage her health and save money on her medication.



### With Price Edge

Discount card market price of atorvastatin is **\$8** – Jane automatically gets the lower price.



### Without Price Edge

Standard plan price for atorvastatin with insurance is **\$10**

## Optum Rx Price Edge member journey (continued)

**4** Cetirizine isn't covered under Jane's plan, so she prepares to pay out of pocket for it.

**5** The claim is submitted to Optum Rx, rejects, and prompts point of sale messaging that a cash discount price is available.

**6** Jane chooses to fill her cetirizine at the discount and saves money. The cost is treated as an off-benefit claim and does not count toward her deductible and out-of-pocket maximum.



**The result:** a better price for her medications. Optum Rx helps Jane get her medication at a more affordable price, even though it's not covered through her benefit.



### With Price Edge

Discount card market price of cetirizine is **\$10** – Jane is offered the lower price at point-of-sale.



### Without Price Edge

Standard retail price of cetirizine without discount is **\$15**

## A better member experience

With Optum Rx Price Edge, clients realize additional value as more members use their pharmacy benefit and receive:



**A simpler experience**, as they no longer need to go off benefit for covered or non-covered drugs



Covered drug claims that **apply automatically** to their deductible



PBM clinical oversight for claims with a **360° view** for medication safety



A valuable offering at **no cost to members**



## About Optum Rx

Optum Rx is a pharmacy care services company helping clients and more than 60 million members achieve better health outcomes and lower overall costs through innovative prescription drug benefits services.



## Help your members save

To learn more about how Optum Rx Price Edge helps your members get the most from their benefit, contact us at [optumrx@optum.com](mailto:optumrx@optum.com)



### Sources

1. IQVIA calendar year data. 2019. | 2. Optum Rx commercial client analysis. 2020. | 3. For illustrative purposes only. Stock photo used to represent member.

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