



PATIENT CHOICE CARDS

Options for plan members who elect to choose brand name prescriptions

The trend towards using the lowest cost alternative or mandatory generic substitution plans within private drug benefit programs has led to an increased prevalence of patient choice cards from brand pharmaceutical manufacturers.

By using these cards plan members may be able to access the drug they prefer and minimize their out-of-pocket expenses if their drug plan doesn't cover the full cost.

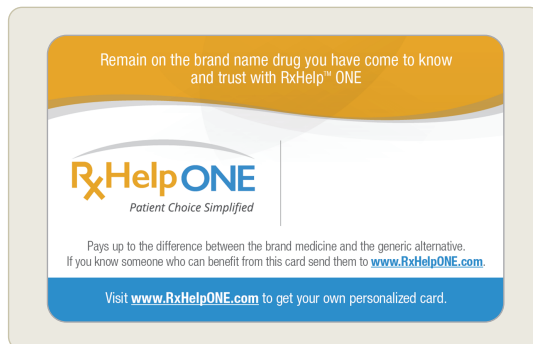
Two Canadian companies, Cameron Stewart LifeScience Inc. (RxHelp ONE™) and STI Technologies Ltd. (innoviCares) offer cards for patient choice programs. Both function as secondary payors and work optimally with employer pay direct plans that contain a lowest cost alternative or mandatory generic substitution feature. Cards are free and can cover some or all of the cost differential between the brand name product and the lowest cost alternative – typically the generic. Plan sponsors continue to receive savings from optimized generic fill rates, while plan members still have access to many brand name medications.

Cards are available online and from some physicians and/or pharmacists. Each program covers a specific list of drugs. Members are able to register for one or both cards in order to access the brand product(s) they wish to receive.

Plan members are advised to make note that the content of these programs may change and coverage for specific brands can be discontinued at any time.

To learn more about registration for either program and to view a current list of the medications and any variations by province, please visit the website of each patient choice card program.

www.RxHelpONE.com



www.innovicares.ca



RWAM provides this information on the free RxHelp ONE™ and innoviCares patient choice card programs as an option for plan members. This is not an endorsement.