



1901 MARKET STREET
PHILADELPHIA, PA 19103-1480

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Dear Benefits Administrator:

I am writing to provide you with a list of our most recent changes to the Select Drug Program[®] formulary and our guidelines concerning procedures that support safe prescribing.

FORTHCOMING CHANGES

Our formulary is the key to the Select Drug Program. The formulary includes all generic drugs and a defined list of brand drugs — all of which have been selected for their medical effectiveness, safety, and value.

To ensure the continued effectiveness of the drugs on our formulary as well as our procedures for safe prescribing, the Pharmacy and Therapeutics Committee conducts regular reviews. The Pharmacy and Therapeutics Committee is primarily composed of practicing physicians and pharmacists in this area. As a result of the committee's recent reviews, we're implementing the enclosed list of changes. They include:

- additions of generic drugs to the formulary;
- addition and deletion of brand drugs to or from the formulary;
- additions to our list of drugs that require the doctor to obtain prior authorization.

Please note: The brand drug being removed will now be covered at the highest non-formulary cost-sharing level.

COMMUNICATING TO MEMBERS

All members with Select Drug Program coverage will receive a letter about these changes and an updated formulary guide. Enclosed is a copy for your reference. Letters to members who are directly affected by the removal of the brand drug will include a message urging them to contact their doctors to discuss formulary alternatives, including possible generic drugs. If a doctor decides a formulary medication is appropriate, the member will need to ask for a new prescription for the formulary medication.

As the No Pay Copay promotion draws to a close, we are also including a flyer in the member mailing as a reminder to take advantage of cost savings by choosing a generic when appropriate. A copy of the flyer is enclosed for your reference.

If you have questions, please feel free to contact your Independence Blue Cross account executive, independent broker, consultant, or association administrator.

Thank you for selecting Independence Blue Cross as your health insurance company. We value your business and remain committed to providing you access to quality health care at the lowest possible cost.

Sincerely,

William F. Haggett
Chief Marketing Executive

Enclosures