

Bluebook RxSM

Decreasing pharmacy spend for employers and members by guiding them to comparably effective, lower cost medications



Pharmacy spend accounts for **20% or more** of total employer medical spend, **10-30%** of which is typically avoidable waste.

The Bluebook Rx difference

With increasing pressure to contain healthcare benefits costs, employers are searching for true solutions to lower overall pharmacy spend, yet few programs yield meaningful cost reductions. Until now.

While many programs focus on amending existing health curricula and formularies, Bluebook Rx begins by helping the employer understand member utilization patterns, then quantifies specific opportunities for both the plan and member to save.

After identifying enrolled benefit members using over-priced medications, Bluebook Rx identifies medically comparable drug substitutions, and proactively reaches out to members to help them transition to a more cost-effective choice.




Bluebook offers an array of solutions to help our clients meet their goals. Features and benefits include:

- Rx cost reduction for client and member
- Year-1 ROI
- Medical & pharmacy combined in one platform
- Powerful reports and insights with detailed savings analysis of members' drug utilization patterns
- Clinically equivalent, lower cost alternatives
- Proven member engagement success
- 5-Star concierge support

How Does Bluebook Rx Work?

-  **1. Identifies utilization** of over-priced medications
-  **2. Recommends comparable alternatives** in place of high-cost drugs
-  **3. Reaches out to members** with personal savings opportunities
-  **4. Supports members, doctors, and pharmacists** in prescription drug change decisions

Bluebook Rx Outcomes

-  Reduces overall pharmacy spend
-  Improves employee well-being and clinical outcomes
-  Continuously monitors actual spending for new opportunities to save

Unifies medical and Rx navigation within a single platform to create one-stop shopping for members and drive higher engagement across both medical and pharmacy needs.

Bluebook Rx Provides:

Formulary Optimization:

To determine which medications represent the best value for members, we set a value benchmark by comparing the list of covered drugs with clinical data.

Benefit Plan Design:

The traditional co-pay model driven by the manufacturer -- high co-pay for brand, low co-pay for generic -- actually penalizes members who use high-value drugs and incents use of more expensive, low-value drugs.

To ensure that all members have access to the medications they need, we partner with our clients to assess their benefit plan and remove barriers to high-value medications by aligning cost-share with clinical value rather than with the manufacturer or pharmacy channel.

Full Spend Analysis, including the Assessment of Specialty Medications/ High-Cost Claims:

Specialty medications are high-cost drugs that treat multiple conditions or have complex treatment pathways.

These high-priority claims require additional data points, such as the diagnosis code and treatment history, that enable us to appropriately assess the member's current treatment experience and outline a savings strategies for specialty drug spend.

Bluebook Rx Outcomes



10-30% savings on pharmacy spend



Minimal disruption to members



Improved clinical efficacy



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