



MASSACHUSETTS

PBM COMMUNICATION TOOLKIT | MESSAGING

ACCOUNT INSTRUCTION GUIDE

The toolkit was developed for you to proactively inform your employees about Blue Cross Blue Shield of Massachusetts' transition to a new Pharmacy Benefit Manager (PBM) on January 1, 2023.

The toolkit consists of several communications that you can send via different channels (Slack, SMS, email, open enrollment, letter, intranet, etc.). The content conveys the following messages:

- Blue Cross is changing to a new PBM to make pharmacy benefits better
- This change will have little or no effect on most of our members
- Members who are affected will receive additional information from Blue Cross
- Members can sign in to MyBlue to manage their current pharmacy benefit, and go to **bcbsma.info/pharmacyupdate** after September 13 to learn more about the PBM transition
- On January 1, 2023, pharmacy benefits with the new PBM will go into effect, and members will receive a new ID card before January 1
- Blue Cross will support our members during this change

We recommend that these communications should be sent starting mid-September through November.

Note: In November and December, members affected by the change will receive targeted member letters from Blue Cross with clear instructions.

HIGH-LEVEL TIMELINE

1. "PBM Announcement" 1st email and "PBM Open Enrollment" letter (September 13 or later)	2. "PBM Learn More" 2nd email (October)	3. "PBM MyBlue Access" 3rd email (October and November)	4. "PBM Reminder" 4th email (early November)	5. "PBM Transition" letter (early November)
Slack, SMS, intranet (mid-September through November)				

STEPS TO EMBED HTML IN EMAIL:

1. Locate HTML in zip file.
2. Click **Share** via email (*will display pop-up email window*).
3. In email, move cursor to where image should be displayed.
Note: If this is being done for the first time, follow steps i-vi below, then continue with steps 4-6.
 - i. In email, click **File**, then **Options**, which will display Outlook Options window.
 - ii. Click **Quick Access** toolbar.
 - iii. Click **Choose commands** from Popular Commands, then select **All Commands**.
 - iv. Scroll down to and select/highlight **Attach File**, noted by a paperclip icon (*Note: this is a DIFFERENT selection than "Attach File..."; don't select this one.*)
 - v. Click **Add >>**, which will move "Attach File" to the box on the right.
 - vi. Click **OK**, which will display paperclip icon in top ribbon.
4. Click paperclip in top ribbon, which will prompt "Insert File" window to appear.
5. Navigate to and select/highlight recently downloaded HTML file (*likely in local Downloads folder*).
6. Click **Insert drop-down arrow**, then select **Insert as Text**.

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.

IMPORTANT PHARMACY BENEFITS UPDATE

Making changes, to make pharmacy benefits better

To control rising costs, your employee health plan will be changing to a new pharmacy benefit manager, which will administer your prescription benefits on behalf of Blue Cross Blue Shield of Massachusetts.

No action is needed now, but here's what you need to know:

- Many members will not be affected by this change.
- If your prescription coverage does change, Blue Cross will reach out to you directly and guide you through the process. Watch for more information in the coming months.
- On January 1, 2023, the new pharmacy benefits will go into effect, and you'll receive a new ID card before January 1.

To learn more, visit **bcbsma.info/pharmacyupdate** after September 13 or call Blue Cross using the Member Service number on your ID card.

**More than ever, keeping pharmacy costs
under control for everyone is crucial.**

That's why on January 1, 2023, Blue Cross Blue Shield of Massachusetts is changing to a new pharmacy benefit manager, which will administer your prescription benefits on behalf of Blue Cross and help control today's medicine prices.

No action is needed now, but here's what you need to know:

- Most members won't be affected by this change
- There will be a new mail service pharmacy. If you use mail order, your prescription(s) will transfer automatically, except in a few instances (controlled substance or prescription(s) with no refills remaining).
- You'll get a new ID card — be sure to bring it with you whenever you fill a prescription, starting January 1
- Blue Cross is always ready to help when you call the Member Service number on your ID card
- To learn more, visit bcbsma.info/pharmacyupdate after September 13

Here's how to prepare:

- If this change affects you, Blue Cross will reach out to you directly. Watch for more information in the coming months.

We know pharmacy benefits are a crucial part of your plan. Rest assured, your pharmacy advocates at Blue Cross are working to make this change as simple and beneficial as possible.

MAKING CHANGES, TO MAKE PHARMACY BENEFITS BETTER



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Questions?

To learn more, call Blue Cross using the Member Service number on your ID card, or visit bcbsma.info/pharmacyupdate after September 13

[LEARN MORE](#)

This communication was sent or distributed to this email address via your employer or plan sponsor on behalf of Blue Cross Blue Shield of Massachusetts.

“HOW DO I PREPARE FOR THE UPCOMING PHARMACY BENEFITS CHANGES?”



Good news: most members won't have to do much at all.

You may have heard that Blue Cross Blue Shield of Massachusetts will be changing to a new pharmacy benefit manager on January 1, 2023. This will help control today's rising medication prices. For most members, there won't be much difference in the pharmacy experience.

If you do experience changes, rest assured that you'll get plenty of advance information from Blue Cross. Watch for more communications in the coming months.

Want to Learn More?

Check out FAQs
on the [Blue Cross](#) website

[LEARN MORE](#)

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STAY ON TOP OF YOUR PRESCRIPTIONS WITH YOUR MYBLUE ACCOUNT



With a new pharmacy benefits manager coming to your employee health plan on January 1, 2023, now's the time to [create a MyBlue account](#), and get online access to your benefits from Blue Cross Blue Shield of Massachusetts.

MyBlue is the best way to instantly manage your medications, review your pharmacy claims, and easily keep track of your pharmacy benefits, all in one place — you can even download the app to your phone and keep your prescriptions in your pocket.

Pharmacy benefits at your fingertips

Download the MyBlue App at
The App Store® or Google Play™

[SIGN UP](#)

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REMINDER: YOUR PHARMACY BENEFIT MANAGER IS CHANGING



Your employee health plan has a new pharmacy benefit manager. Starting January 1, 2023, be sure to bring your new ID card with you when you fill a prescription.

After that, most members won't notice much difference in their health plan's pharmacy services.

If you're among the few who'll experience changes to your prescription coverage, Blue Cross Blue Shield of Massachusetts will be reaching out directly with more information, to make the changes as smooth as possible.

[LEARN MORE](#)

Stay informed

Visit [Blue Cross](#) to get the latest updates, and learn more about steps you may have to take

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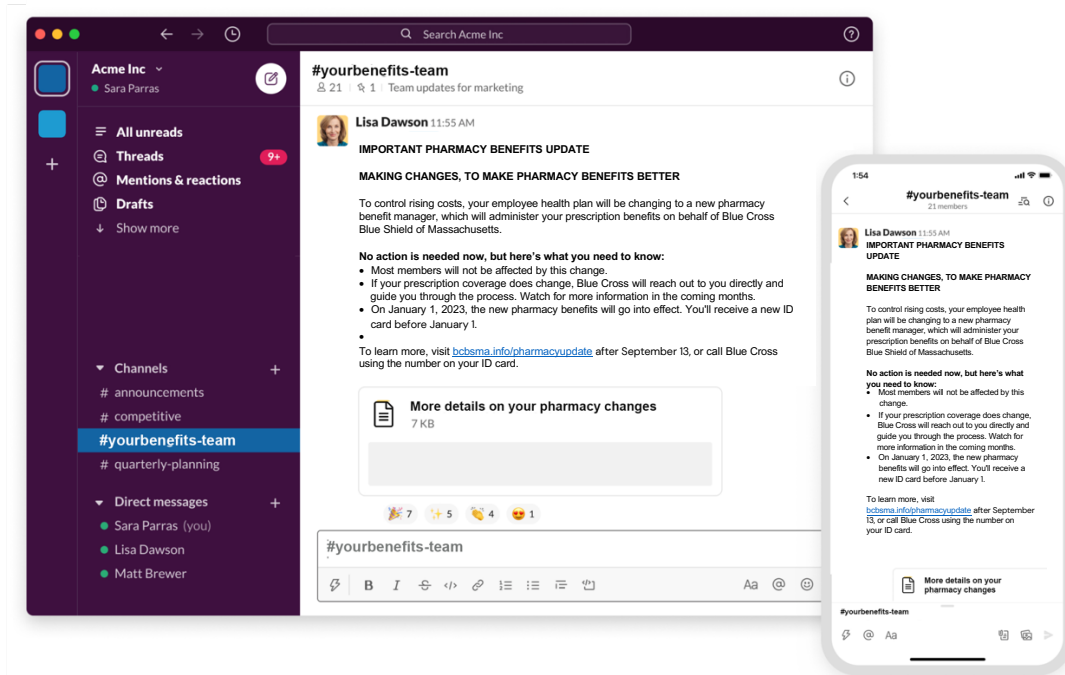


MASSACHUSETTS

COMMUNICATION IS KEY

Managing employees' expectations and staying out in front of questions are important. This message is designed to work across a variety of messaging platforms. Just cut, paste, and apply.

Slack message [FIRST CONTACT: "EARLY HEADS-UP / OPEN ENROLLMENT" | TIMING: NOW — NOV



CUT AND PASTE THE COPY BELOW INTO MESSAGING CHANNEL

EYEBROW/SUBJECT LINE:

Important Pharmacy Benefits Update

HEADLINE:

MAKING CHANGES, TO MAKE PHARMACY BENEFITS BETTER

COPY:

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