

POST-JAN 1 PBM COMMUNICATION TOOLKIT MESSAGING

The toolkit was developed for you to remind your employees that Blue Cross Blue Shield of Massachusetts transitioned to a new Pharmacy Benefit Manager (PBM) on January 1, 2023. It consists of important reminders, which you can send via different channels (Slack, SMS, email, postcard, letter, etc.).

Here are some of the key things members should know:

- Members should show the pharmacist their new member ID card when filling prescriptions at a retail pharmacy.
- To order 90-day fills through the mail service pharmacy, members will need to create a new account, even if they've used mail order before. They'll be able to provide their billing information, and enroll in auto-refill. They can get started by signing in to their MyBlue account, or calling CVS Customer Care at **1-877-817-0477** (TTY: **711**).
- If members have a prescription for a controlled substance, or a medication with no refills, they'll need to call their doctor to get a new prescription.
- Members can review their medication's coverage by using our Medication Lookup Tool at **bluecrossma.org/medication-2023**.
- The best way for members to manage their benefits is to download the MyBlue app, or create an account at **bluecrossma.org**.
- If members have questions, they can call Team Blue at the Member Service number on their ID card.

We recommend that you should send this communication sometime after January 1, 2023, and before February 15, 2023.

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.

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YOU HAVE A NEW PHARMACY BENEFIT MANAGER



To improve your pharmacy experience, your plan has a new pharmacy benefit manager, which will administer your prescription benefits on behalf of Blue Cross Blue Shield of Massachusetts. You'll also have access to one of the nation's largest retail pharmacy networks.

LEARN MORE

GET INSTANT ACCESS TO YOUR PLAN

The best way to manage your benefits is to download the MyBlue app, or create an account at <u>bluecrossma.org</u>.

QUESTIONS?

If you have any questions, call Team Blue at the Member Service number on your ID card.

HERE'S WHAT YOU NEED TO KNOW:

- Be sure to show the pharmacist your new member ID card when filling prescriptions at a retail pharmacy.
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CaremarkPCS Health, LLC ("CVS Caremark") is an independent company that has been contracted to administer pharmacy benefits and provide certain pharmacy services for Blue Cross Blue Shield of Massachusetts. CVS Caremark is part of the CVS Health family of companies.

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.

MASSACHUSETTS

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ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID card (TTY: 711). ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711). ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).

101 Huntington Avenue, Suite 1300, Boston, MA 02199-7611 | 1-800-262-BLUE (2583)



YOU HAVE A NEW Pharmacy benefit Manager

To improve your pharmacy experience, your plan has a new pharmacy benefit manager, which will administer your prescription benefits on behalf of Blue Cross Blue Shield of Massachusetts. You'll also have access to one of the nation's largest retail pharmacy networks.

GET INSTANT ACCESS TO YOUR PLAN The best way to manage your benefits is to download the MyBlue app, or create an account at **bluecrossma.org**.



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COMMUNICATION IS KEY

Managing employees' expectations and staying out in front of questions is important. This message was designed to work across a variety of messaging platforms.

Just cut, paste, and apply.



CUT AND PASTE THE COPY BELOW INTO MESSAGING CHANNEL

EYEBROW/SUBJECT LINE:

On January 1, 2023, Blue Cross Blue Shield of Massachusetts changed to a new pharmacy benefit manager.

HEADLINE:

YOU HAVE A NEW PHARMACY BENEFIT MANAGER

COPY:

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101 Huntington Avenue Suite 1300 Boston, MA 02199–7611 bluecrossma.org

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