

# 4 How Our Program Works

# 5 PDR® Assurance



## Automated Mailings



### Initial Kit is Mailed

Cards and informational material mailed to HCP's office.



### Cards Distributed to Patients

HCP gives cards with Palm Talker™ (patient instructions) to patients or patients take one from display.



### Patients Use Cards at Pharmacies

Prescription discounts given after pharmacist enters information on the front of patient's PDR discount card into their system.



### Refill Kit is Mailed

When the first card is used from each kit, additional cards are mailed with an adherence notice to let you know your patients are receiving discounts.



### High User Kits are Mailed

Offices with high card usage are sent special program materials including a PDR pen cup holder and pens, a custom card display, and other premium items.



### Ambassador Program

Additional communications geared to PDR program advocates, acknowledging their support for patients.

## Customer Support

Use these resources to get cards and information quickly:

### Physician Resources



Program Guide • Website • Customer Service

**1-800-232-7379**

### Patient Resources



Website  
&  
Customer Service

## Pharmacy Discount Cards Misunderstood

In research PDR conducted in December 2013, we learned that a lack of education from our industry has contributed to a lack of understanding about pharmacy discount cards. Some healthcare professionals told us that they aren't really sure who to give the cards out to, and whether (or to what extent) their patients are benefiting from them. We also heard skepticism over claims and promises being made by some discount card providers, adding to the misunderstanding.

## PDR Assurance

We wanted to assure you that you can expect a high level of transparency from us with our pharmacy discount card program, and the same quality of information as with the "PDR".

## HCP Support

Two examples of how we're bridging the education gap:

- **New Program Guide** – This guide is a direct response to HCP requests to have easy to understand information at their fingertips that answers three primary questions:
  - Does the program really work to provide patients with discounts on brand and generic drugs?
  - How significant are the savings and in what percent of the time do the cards provide a benefit?
  - What drugs are included and the amounts of the discount?
- **Continuous Feedback Loop** – We also include updates in your card replenishment packages so that you know when a card is being used for the first time by one of your patients. HCPs told us in customer research that they would like this information.

This discount plan is NOT insurance or a Medicare prescription drug plan. The plan is not intended as a substitute for insurance and does not meet creditable coverage requirements under state or federal law. The plan provides discounts at participating pharmacies on certain pharmaceutical supplies, prescription drugs, or medical equipment and supplies. The range of discounts will vary depending on the products received. Members are obligated to pay the pharmacy the entire amount of the discounted rate for such products at the point of sale. The plan does not pay pharmacies for products provided to members. No enrollment or periodic fees apply. The pharmacy may pay the plan a fee from amounts the pharmacy collects from the member. The discount plan organization is BioScrip PBM Services, LLC, 100 Clearbrook Road, Elmsford, NY 10523, 1-888-299-5383. Customer service is provided by PDR Network, LLC, 5 Paragon Drive, Montvale, NJ, 07645, 1-800-232-7379, www.pdr.net/PharmacyDiscountCard, customerservice@pdr.net.

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# PDR® Pharmacy Discount Card Program Guide for Healthcare Professionals

All the information you need to know, including:

- 1 Program "Quick Facts"
- 2 Drug Savings Examples
- 3 Patient Eligibility
- 4 How Our Program Works
- 5 PDR® Assurance



## Pharmacy Discount Card

Save up to 75% on your medications.  
Includes more than 50,000 drugs at over 60,000 pharmacies in the U.S., Puerto Rico, Guam, and the U.S.V.I.

This card is not insurance.

BioScrip PBM S

Participating pharmacies are subject to change without notice and are not available in all areas. Pharmacy prices fluctuate frequently and drug savings examples are for informational purposes only. The plan is governed by the member agreement provided at activation.

# 1 Program "Quick Facts"

<b>What does the card do?</b>	The PDR Pharmacy Discount Card provides discounts on over 55,000 FDA-approved prescription drugs
<b>Who can use the card?</b>	Anyone paying the cash price for their medications, including people who: <ul style="list-style-type: none"> <li>Do not have pharmacy benefits</li> <li>Have limited pharmacy benefits</li> <li>Have pharmacy benefits, but take medications not included</li> </ul>
<b>What drugs are discounted?</b>	Over 55,000 FDA-approved brand and generic drugs <ul style="list-style-type: none"> <li>See section 2 for examples or visit <a href="http://PDR.net/DrugSavings">PDR.net/DrugSavings</a> for an expansive list by physician specialty</li> </ul>
<b>How much are the discounts?</b>	The PDR discount varies by drug and pharmacy: <ul style="list-style-type: none"> <li>Average of 38%</li> <li>Up to 75% on some drugs</li> </ul>
<b>Is any personal information required?</b>	No personal information is needed from the patient to use the card
<b>Does the card need to be pre-activated?</b>	<ul style="list-style-type: none"> <li>The cards are pre-activated. There are no activation or membership fees as with other types of cards (e.g. credit cards)</li> <li>When patients go to the pharmacy to pick up a prescription, they should ask the pharmacist to enter the codes on the front of the card into their system to start receiving discounts</li> </ul>
<b>Are the discounts significant?</b>	A 38% average savings is substantial, but the dollar amount depends on the total cost of the drug, for example: <ul style="list-style-type: none"> <li>If the drug costs \$100, the savings would be \$38</li> <li>If the drug costs \$10, the savings would be \$3.80</li> </ul> Either way the patient saves money, which adds up the more the card is used
<b>How frequently does a patient get a discount?</b>	Our data show that 7 out of 10 times the PDR card is presented to a pharmacist the patient receives a discount. Note: The patient will never pay more than the pharmacy's regular retail price.
<b>What are reasons for the patient not getting a discount?</b>	<ul style="list-style-type: none"> <li>The pharmacy is offering the drug at cash prices, which already reflect the lowest price ("loss leader")</li> <li>The cost of the drug using the patient's pharmacy benefit is lower</li> <li>The pharmacist may not have input the proper card information. (Patients should always ask for their "PDR discount.")</li> </ul>

# 2 Drug Savings Examples

## Brand

Drug	Average Savings % Per Rx	Average Savings \$ Per Rx	Average Savings \$ Per Year
Abilify	13%	\$95	\$1,576
Advair Diskus	7%	\$18	\$228
Celebrex	12%	\$29	\$354
Cymbalta	13%	\$30	\$502
Lantus	6%	\$18	\$192
Lyrica	17%	\$86	\$873
Nexium	10%	\$24	\$378
Vyvanse	8%	\$21	\$256

## Generic

Drug	Average Savings % Per Rx	Average Savings \$ Per Rx	Average Savings \$ Per Year
Ambien generic (zolpidem)	82%	\$40	\$504
Amoxil generic (amoxicillin)	24%	\$4	short-term therapy
Flonase generic (fluticasone)	49%	\$28	\$305
Lipitor generic (atorvastatin)	79%	\$69	\$698
Norvasc generic (amlodipine)	70%	\$32	\$289
Oxycontin generic (oxycodone)	50%	\$65	short-term therapy
Plavix generic (clopidogrel)	77%	\$66	\$671
Prozac generic (fluoxetine)	57%	\$80	\$968

For additional drug savings by physician specialty, go to [PDR.net/DrugSavings](http://PDR.net/DrugSavings)

Note: Average savings (as of February 2014) based on frequently prescribed doses. "Per year" based on 365-day supply for chronic medications. Discounts may vary by retail pharmacy.

# 3 Patient Eligibility

## Who's eligible to receive discounts?

ANYONE and EVERYONE paying the full cash price for a prescription medication.

- All US residents and visitors
- Lower / middle / higher income households

## Patient Use Guide

Use the guide below to help determine who to give the card out to:

Patient Pharmacy Benefit Status	Card Use Situations	Give Out the Card?
No pharmacy benefit	<ul style="list-style-type: none"> <li>Pays for most if not all of their brand/generic Rx's 100% cash</li> </ul>	<b>Yes</b>
Pharmacy benefit with restrictions	<ul style="list-style-type: none"> <li>Pays for some of their brand/generic Rx's 100% cash, due to drugs not on their pharmacy benefits</li> </ul>	<b>Yes</b>
Private pharmacy benefits*	<ul style="list-style-type: none"> <li>Pays full cash price for prescription drugs not on their pharmacy benefits</li> </ul>	<b>Yes, in most cases</b>
Medicare*	<p>There are many complexities with Medicare, but as a general rule:</p> <ul style="list-style-type: none"> <li>Medicare part D plans typically have low cost-sharing; however, for drugs not included requiring the patient to pay full cash price, the PDR card can be used</li> <li>"Donut hole" – If the patient is in a donut hole and unlikely to spend enough to get out of the donut hole, they may want to consider using a pharmacy discount card</li> <li>TROOP – It is important to note that Rx's using the pharmacy discount card will NOT count towards TROOP</li> </ul>	<b>Yes, in most cases</b>
Medicaid	<ul style="list-style-type: none"> <li>The typically low Medicaid cost-sharing will usually be best for these patients</li> </ul>	<b>No</b>

\*Patients should always check with their plan benefits administrator to see what is best for them.