

Responsible Rx Gets Added Dose of Benefits

In January, we expanded three components of our Responsible Rx pharmacy program for BlueOptions® and Health Options (BlueCare® and BlueMedicareSM HMO) members. Responsible Rx refers to an umbrella of programs including Responsible Quantity, Responsible Steps and Responsible Dose programs.

Expansion of Responsible Steps to include Byetta

Beginning in January, Byetta has been added to our Responsible Steps program. Byetta is a new medication approved by the FDA as an add-on treatment for diabetes. A prescription will *automatically* be covered as long as the member has had a claim for a metformin, a sulfonylurea, or a thiazolidinedione in the last six months.

Please see the [expansion details overview](#) for more information, including the process that occurs if the conditions for automatic approval are not met.

Medications included in tablet splitting program:

Anti-depressants

Celexa 10 and 20mg
Effexor 25, 37.5 and 50mg
Paxil 10 and 20mg
Pexeva 10 and 20mg
Zoloft 25 and 50mg

Cholesterol-lowering medications

Crestor 5mg, 10mg, 20mg
Mevacor 20mg
Pravachol 10, 20, and 40mg
Zocor 5, 10, 20, and 40mg

Anti-hypertensives

Aceon 2 and 4mg
Atacand 4, 8, and 16mg
Avapro 75 and 150mg
Cozaar 25 and 50mg

Tablet Splitting Program Can

Reduce Copay by 50%

Members can join this voluntary program, allowing them to take their medications in half-tablet doses—reducing their copay by 50%, or up to half their coinsurance.

To participate, members must meet the following criteria:

- Take at least one of the medications listed at left once daily
- Request a new prescription for double the strength, but half the quantity, of the usual prescription
- Consult their provider to determine if pill splitting is appropriate for them

In addition, the number of tablets must be exactly half of the submitted days supply (i.e. 15 tablets for a 30-day supply or 45

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Please contact your Blue Cross and Blue Shield of Florida representative if you have any questions.

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tablets for a 90-day supply.) Coinsurance reductions will be realized as members pay their portion on half the usual number of tablets.

In January, qualifying members were mailed an introductory letter, a tablet splitter, and a [“how to” brochure](#) detailing all the information members need to learn more about this money-saving program.

Responsible Quantity Added to MediScript

The Responsible Quantity Program has been added to all MediScript pharmacy plans, except Dimension and Conversion Option II plans. The MediScript pharmacy plan requires members to initially pay for all oral, topical or self-administered medications. Members must submit a reimbursement claim as per their policy. Participating pharmacies transmit a claim to Prime Therapeutics® and receive back the approved discounted cost of the medication.

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Understanding the Diagnostic Imaging Review Process

To assist you and your employees in better understanding the guidelines and what’s involved in the diagnostic imaging review process, we’ve created this helpful [member postcard](#) that outlines the value of obtaining voluntary pre-service reviews.

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Health Savings Accounts for 2008: Did You Know...

Members with [Health Savings Accounts](#) may now contribute up to \$2,900 with individual coverage or \$5,800 with family coverage. Individuals aged 55 or older may also contribute an additional \$900.

The Internal Revenue Service has also established health plan minimum and maximum in-network out of pocket limits for 2008:

- Individual plans: \$1,100 to \$5,600
- Family plans: \$2,200 to \$11,200

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Quest Diagnostics Offers Appointment Scheduling in Advance

Members can now schedule an appointment for their next visit to a Quest Diagnostics Patient Service Center via the Quest Diagnostics website www.questdiagnostics.com/appointment or an interactive voice response system (888) 277-8772. In addition to enabling members to schedule at a time that works for them, the [Quest Diagnostics Appointment Scheduling System](#) reminds them to bring required insurance verification and physician orders. The system also will advise to follow the fasting schedule recommended by their physician, if applicable. Walk-in patients are always welcome at Quest Diagnostics Patient Service Centers.

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Florida Blue Tour on the Road to Success

Last year, we were able to host 43 special events throughout the state, bringing health insurance education to over 94,000 consumers.

Mid-year we added the Florida BlueSM Tour (FBT), a customized 18-wheeler, to our resource inventory for expositions. Expanding to 200 percent of its size, the vehicle houses a variety of fun, interactive and educational activities including games, free massages and health screenings. Within six months, 22,221 consumers experienced the tour.

With 100% satisfaction ratings from agent surveys and our consumer target market, the tour has garnered success. Improving the well being of Florida residents means more than just affordable health care. It takes dedication—and a promise to deliver smart, caring solutions. The [Florida Blue Tour](#) brings hospitality, service and care to our customers.

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NetworkBlue Update

[Click here](#) to view a listing of providers that have recently joined NetworkBlueSM.

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FCL Corner

Customized Dental Directories Now Available

BlueDental ChoiceSM (Choice, Plus & Copayment) provider directories and the Value Added Benefits (Cosmetic & Orthodontic) are now accessible online at www.bcbsfl.com > Find a Doctor or Hospital.

Members can:

- Create directories in real-time
- Access printer-friendly versions of the directory
- Get detailed provider information including address and telephone number
- Create customized directories by plan and county to search and print all providers that meet the sort criteria

Finding a dentist or specialist is now just a click away—and that gives members something to smile about!

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