



Healthcare Bluebook.



Bluebook Rx™

Frequently Asked Questions

BLUEBOOK Rx: FREQUENTLY ASKED QUESTIONS

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BLUEBOOK Rx: FREQUENTLY ASKED QUESTIONS

ABOUT US

Who is Healthcare Bluebook?

Healthcare Bluebook's (Bluebook) purpose is to protect patients by exposing the truth about price and quality variation, and empowering patients to make informed decisions.

Shopping for a car or a new phone is easy. Shopping for healthcare is not. Healthcare Bluebook solves this problem by providing an intuitive, easy to use digital platform that enables patients to find affordable, high quality medical services, providers, and prescription drug alternatives. Knowing price and quality before receiving care can save members hundreds or even thousands of dollars and ensure that they receive the best possible care. We partner with thousands of employers and brokers to empower and guide employees in making important healthcare shopping decisions.

What is Bluebook Rx?

Bluebook Rx is a benefit offered by employers to help their enrolled benefits members save money on prescription drugs. Bluebook Rx helps lower prescription medication costs by providing personalized savings recommendations that members can review with their physician or pharmacist. These recommendations include alternative medications that are clinically equivalent or superior to the medications the member is currently taking and are available at a lower cost.

We believe in employee choice, so all recommendations are 100% voluntary. If your members want assistance, our Pharmacy Concierge is available to help answer questions or facilitate any desired prescription changes.

How does Bluebook Rx work?

Bluebook Rx regularly analyzes past pharmacy claims, including current medications. After comparing current prices against insights from our panel of doctors and pharmacists, we recommend ways a member can save money, while still getting the treatment they need.

These recommendations are displayed in a member's Personalized Savings Report, available after a member registers and logs into the Bluebook Member Site. Members always choose which recommendations they act on. A simple medication change could save hundreds and even thousands of dollars per year, without sacrificing quality of care.

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How much does Bluebook Rx cost?

Bluebook Rx is 100% free to covered members and is paid for by the employer. Now employers can reduce pharmacy costs for the plan and employees while maintaining or improving the efficacy of current prescription medications.

Bluebook receives no compensation from drug manufacturers, pharmacy benefits managers, or health plans—We have no conflict of interest and focus exclusively on a member’s clinical and financial well-being.

Bluebook Rx is sold on a PMPM basis. After analyzing a client’s Rx spend and claims data, we set pricing to support a year one positive ROI.

Where do these recommendations come from?

Bluebook Rx makes recommendations based on available pricing data for drugs covered under the employer’s health plan, plus all possible therapeutic alternatives, including generic drugs, over-the-counter drugs, and drugs on the \$4- and \$9 plans. We team with a panel of doctors (including specialists in a wide range of fields) and pharmacists who constantly update our recommendations based on any changes in the marketplace.

What if a member likes the drugs they are currently taking?

Members are under no obligation to follow our recommendations, which are 100% voluntary.

We want members to be able to comfortably afford their medications but will never tell them what drug(s) to take. That decision is between the member and their doctor.

Our goal is to help members better understand their options, make them aware of savings opportunities, and provide them with information about the drugs they are taking so that they can have more informed discussions with their doctor.

What level of member engagement can we expect?

Engagement levels for Bluebook Rx will be comparable to what we deliver on our core solution. Through targeted outreach, we engage the members who account for the most spend within an employer’s membership—historically, just 12% of members account for 88% of total Rx spend. By focusing outreach on those members, we not only reduce member disruption, but also help our clients capture their biggest savings opportunities first.

BLUEBOOK Rx: FREQUENTLY ASKED QUESTIONS

What sets Bluebook Rx apart from other pharmacy solutions?

Bluebook Rx is tackling the pharmacy cost problem in ways that bring unique and valuable benefits to our clients:

- ▶ **One Stop Shopping:** By unifying pharmacy and medical spend in a single transparency platform, we reduce the number of places members and employers must go to understand their savings opportunities, thus simplifying the effort required to deliver this benefit to employees.
- ▶ **Proven Engagement:** Bluebook has a proven financially quantifiable playbook for engaging members in ways that lead them to move from high-cost, low-quality providers to higher value options.
- ▶ **Deeper Insights:** Combining both pharmacy and medical claims data uniquely positions Bluebook Rx to identify hidden savings opportunities and patterns that may not be apparent in a single set of claims.
- ▶ **Employee Choice:** Bluebook Rx focuses heavily on actionable information that empowers members without forcing them to make changes, which could create member abrasion and headaches for HR benefits managers. **All** recommendations are optional and completely at the employee's discretion, making Bluebook Rx a natural complement to other pharmacy programs that may be in place.
- ▶ **Year One ROI:** Bluebook Rx pricing strategically positions clients to achieve a positive ROI Year 1.