

Generic Utilization — A Money-Saving Solution

With top brands losing patent exclusivity, the generics market is experiencing rapid growth. Intense competition among generic and brand manufacturers are creating opportunities for cost control in key therapeutic categories. Are you confident your benefit plan and pharmacy pricing strategy allow you to take full advantage of today's market realities?

Innoviant is here to help plan sponsors every step of the way with vigilant, far-sighted recommendations to move your plan and members towards generic utilization.

Innoviant Can Help?

Innoviant is responding to the changing market with program options to encourage plan sponsors and members to make the crucial brand to generic transition, including:

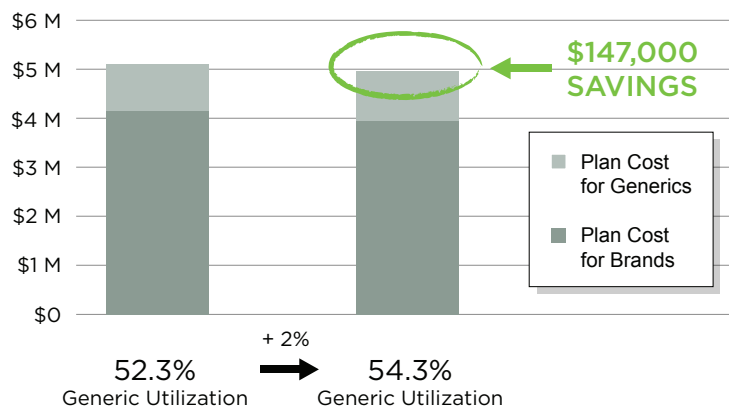
- Pricing alignment with pass-through choices
- Identifying therapeutic categories where first-line generic alternatives are available
- Keeping plan sponsors informed of patent expirations
- Communication choices to educate members
- Incentives for members to try generic alternatives
- Rx Instep, the Innoviant step therapy program
- Flexible benefit design
- Enhanced or waived copay structures

Increased Generic Utilization = Increased Savings

The average plan cost for a 30-day supply of brand medication is \$91.34 and \$19.22 for a generic medication.

An plan of 10,000 lives averaged 9.5 prescriptions per member per year, for a total of approximately 95,000 prescriptions annually. With generic utilization at 52.3%, the total plan cost was more than \$5,094,000 per year.

A two percent increase in generic utilization decreased the annual plan cost to cost of \$4,956,000 — a savings of \$147,000 (nearly three percent of the total plan cost.)



Multiple Innoviant plan sponsors have achieved significant savings due to increased generic utilization in concert with Innoviant's unique pricing strategies, member education, and innovative programs.

Choose Innoviant.