

THERAPY CLASS MANAGEMENT

Can Value and Savings Coexist?

Opportunity

A Labor Fund identified increasing costs for medications in the Proton Pump Inhibitor (PPI) therapy class, that threatened its ability to offer benefits that met its members' expectations.

They approached multiple pharmacy benefit managers hoping to identify a flexible partner willing and able to create and execute cost management and member education strategies to manage overall PPI cost while also enabling the Fund to preserve its benefit offerings.

Ultimately, the Fund selected Innoviant as its pharmacy benefit administrator, and both worked collaboratively to meet the Fund's unique needs.

Innoviant Recommendations

- Innoviant clinical pharmacists reviewed the PPI therapeutic category, including over-the-counter (OTC) options, and identified strategies to encourage OTC use through benefit design and member communications.
- Innoviant calculated the anticipated savings would exceed \$100 per prescription if a preferred medication was prescribed, such as a preferred product, generic, or OTC medication.

Innoviant Solutions

- Member usage of the OTC option for PPIs increased by 26% in the first year.
- Total ingredient cost savings of 8.8%.
- Savings were achieved despite an overall utilization increase of 5.5% in the PPI category.
- More members received therapy at Fund net savings.
- Member acceptance and satisfaction with the program was increased.

PPI Therapy Class Pricing Index

Formulary Status	Product	Per Unit Cost*
Nonpreferred product	Achiphex	\$4.39
Preferred product	Prevacid	\$3.79
Preferred generic	Generic	\$1.08
Innoviant Rx OTC Program**	Prilosec OTC	\$0.70

*Period of analysis 1/1/08-12/31/08

Rebate amounts not included in per unit cost figures. Based on 30-day supply, per unit cost per day of therapy, Innoviant Book of Business.

** Generic copay applies

Value and savings can coexist. Innoviant believes managing pharmacy spend is about controlling ingredient cost. Give Innoviant the opportunity to prove it to you. Call us at 1.866.800.4321 or visit www.innoviant.com.

Choose Innoviant.