Within the past decade prescription drugs as a percentage of health care costs have doubled. And they’re still expected to rise.¹

At Anthem Blue Cross and Blue Shield and its affiliated HMOs—that’s HealthKeepers, Inc., Peninsula Health Care, Inc. and Priority Health Care, Inc.—we have programs that can help you make the most of your health plan dollars. One of them is Make the Move. In early 2004, we launched the program as a way to promote and encourage members to use high-value drugs.

Within the first 90 days of implementing a direct-mail member educational campaign, annualized plan pay savings were more than $1.5 million, with annualized member savings of an additional $225,000 in out-of-pocket copayment costs.²

We know how important it is for your employees to have the right tools and resources to manage their health care choices. The Make the Move program is a prime example of how you can save your associates out-of-pocket drug costs. As an employer, you may also benefit as members make the move to less costly medications.

Ask us how we can help employees make well-informed decisions about their health care benefits.

MORE FACTS

- The amount spent on prescription drugs in 2005 is 2.5 times the amount spent in 1998.
- 32% of total drug spend is accounted for by just 20 drugs - $236 million.
- Every 1 percent increase in the generic dispensing rate results in a 1 percent plan savings and a 1.2 percent total savings. From 2004 to 2006, that translated into a $20.2 million saving for our members and health plan savings of $54.3 million.

¹ Centers for Medicare and Medicaid Services (2005d)
² Anthem Blue Cross and Blue Shield pharmacy management, January 2005 claims data

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Sources: Centers for Medicare and Medicaid Services (2005d); Anthem Prescription Management drug claims data, January 2006; Anthem Blue Cross and Blue Shield Actuarial Division, May 2006