



# Bring the best price forward to help make medications more affordable

As prescription costs rise, more and more consumers compare medication costs between their benefit and discount programs while buying generic medications. Approximately 5% of prescriptions are filled through the discount card channel.<sup>1</sup> As more people shop for the best prescription price, they also learn about cash programs and good price points in many channels.

When members go to the cash market to find lower medication prices, it may cause them to question the value of their pharmacy plan. Reinforcing the value of the benefit plan for both you and your members and delivering competitive prices to your members is easier than you think.

## **Deliver the best price in one place**

Optum Rx® Price Edge does all the comparisons for your members – so they know they are getting a competitive price for all their medications, covered or not. Price Edge claims adjudicate in real-time, automatically, at a competitive market rate. And, it applies across a broad set of generic medications so members save using their pharmacy benefit.

**Optum** Rx®

## Convenient and easy to use

Price Edge features digital and mobile tools that members can use anytime, anywhere. These tools:

- Enhance price transparency
- Automatically integrate with pricing search tools
- Help members manage their total out-of-pocket costs by automatically applying purchases to member accumulators and deductibles for covered medications

## A better member experience

With Optum Rx Price Edge, members gain peace of mind knowing that our clinical oversight means they're taking the right medication for them. As more members use their pharmacy benefit, they

- Realize better on-benefit pricing 5-15% of the time<sup>2</sup>
- Receive up to 85% off retail on off-benefit purchases<sup>3</sup>
- Feel protected with clinical programs and drug safety checks
- Pay nothing for this valuable offering



**Offers consumers a consistent, market-competitive price**

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### Let's get started

For more information, contact your Optum Rx representative or visit [optum.com/optumrx](https://optum.com/optumrx).



#### Sources

1. Drug Channels Institute. The GoodRx-Kroger Blowup: Spread Pricing, Pharmacy Margins, and the Future of Discount Cards. [drugchannels.net/2022/05/the-goodrx-kroger-blowup-spread-pricing.html](https://drugchannels.net/2022/05/the-goodrx-kroger-blowup-spread-pricing.html). Published May 24, 2022. Accessed August 22, 2022.
2. Optum Rx commercial client analysis. 2020.
3. Optum Rx internal analysis. 2022.

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