

KEY ANCHORS (CVS/WALGREENS)

Exclusive Smart90SM

- Engages members by requiring a decision on where to fill 90-day supplies
- Eases member concerns by offering a choice of home delivery or retail for their 90-day maintenance medications
- Offers the convenience of CVS and Walgreens or home delivery from the Express Scripts PharmacySM



Communication 1

Samantha is prompted to choose a 90-day supply at either the Express Scripts Pharmacy or at retail to avoid paying a higher copayment



Courtesy fills

Gets up to 2 fills of a 30-day supply at retail



Communication 2

Is prompted to choose a 90-day supply at either the Express Scripts Pharmacy, or at retail before next fill to avoid paying a higher copayment



MEET SAMANTHA

Samantha is a 30-year-old member with high cholesterol who is taking a long-term medicine to treat her condition

\$\$\$
NO ACTION



Fill 4

Continues getting a 30-day supply at higher copayment



Communication 3

Is informed of savings opportunity with 90-day supplies



SAMANTHA'S CHOICE

\$
HOME DELIVERY



Transfers Rx to the Express Scripts Pharmacy



Fill 4

Gets a 90-day supply delivered right to her door

\$
RETAIL



Prescription is changed to a 90-day supply



Fill 4

Gets a 90-day supply at retail for the same low copayment as home delivery*

