

SAVING ON PRESCRIPTIONS PLAYBOOK

EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Make sure your employees know about Rx Savings Solutions. This covered benefit – included with their Blue Cross and Blue Shield of Kansas City (Blue KC) health plan – is available to help them discover ways to save money on prescriptions.

Visit myrxss.com/bluekc today for more information.



WHY THIS MATTERS TO YOUR EMPLOYEES

Your employees can check and see if they are overpaying for their prescriptions and discover ways they might be able to save.

KEY MESSAGING

Rx Savings Solutions is a secure, online tool that helps employees find ways to potentially save money on prescription drugs. It's included in their Blue KC health plan, and everything is personalized according to their medications and insurance benefits.



Ways to Save

Rx Savings Solutions shows prescription savings opportunities.



Savings Alerts

Proactive messages identifying scenarios where the members might be overpaying for medications.



Simple Switches

Rx Savings Solutions will work with the member's provider to approve changing to a lower-cost option.

Here are three ways employees can see their current savings opportunities or search any medication for savings:

- Use the quick link myrxss.com/bluekc
- Access via the **MyBlueKC** mobile app
- Log into the portal at MyBlueKC.com → *Select Plan Benefits* → *Pharmacy Plan Info* → *Spend Less on Prescription Drugs*

CAMPAIGN ACTION PLAN

To make sure employees understand how Rx Savings Solutions works, we've created this easy-to-roll-out campaign action plan.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

WEEK 1

EMAIL ANNOUNCEMENT TO MANAGERS AND SUPERVISORS

Highlighting what will be communicated (includes 1-pager and FAQs, plus a link to a video).



WEEK 2

EMAIL ANNOUNCEMENT TO EMPLOYEES

Introducing Rx Savings Solutions (includes 1-pager and FAQs, plus a link to a video).



WEEK 3

POSTER, POWERPOINT SLIDES FOR MEETING, INTRANET GRAPHICS



WEEK 4

EMAIL REMINDER DELIVERED TO EMPLOYEES



Kansas City

CAMPAIGN MATERIALS

WEEK 1

EMAIL ANNOUNCEMENT TO MANAGERS AND SUPERVISORS [DOWNLOAD](#)

Reach out to managers and supervisors to give them advance notice of this campaign. Includes a flyer and FAQs to attach, as well as a link to a video*.

Now's the time to learn more about SAVING ON PRESCRIPTIONS.

OUR EMPLOYEES COULD BE SPENDING LESS ON PRESCRIPTIONS.

Dear Managers and Supervisors,

Find out if you are overpaying for your prescriptions

Get to Know Rx Savings Solutions. An easy way to help lower your prescription drug costs.

How it Works

1. Rx Savings Solutions looks at the medications you take and finds better options that may save you money.
2. Your online account always shows lower-cost prescriptions are available and for your insurance plan.
3. Switch to a lower-cost option with ease. Rx Savings Solutions will handle everything with your doctor and pharmacist.
4. Rx Savings Solutions will notify you anytime you can be spending less.*

Frequently Asked Questions: Rx Savings Solutions

Log-In Options

- Option 1: Go to [myrxsa.com/bluekc](#)
- Option 2: Log into MyBlueKC.com - Select Plan Benefits - Choose Pharmacy Plan - Click on Prescription Drugs
- Option 3: Within the MyBlueKC mobile app - Select Plan Benefits - Choose Pharmacy Plan - Click on Prescription Drugs

Questions?

Call Blue KC Customer Service at the number listed on your member ID card for assistance.

WEEK 2

EMAIL ANNOUNCEMENT TO EMPLOYEES [DOWNLOAD](#)

Created for employees to introduce this Blue KC benefit. Includes a flyer and FAQs to attach, as well as a link to a video*.

* [HERE'S THE DIRECT LINK TO THE VIDEO: OPEN VIDEO](#)

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SEE IF YOU'RE OVERPAYING FOR PRESCRIPTIONS

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CAMPAIGN MATERIALS

WEEK 3

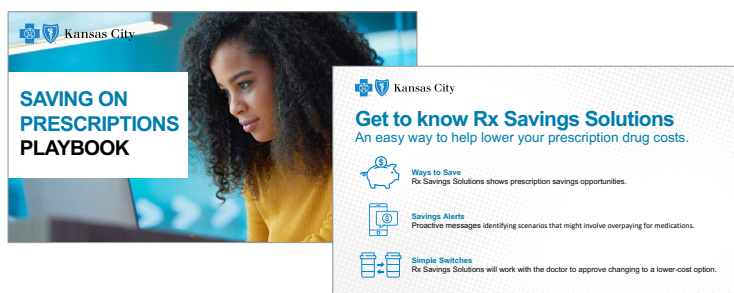
○ POSTER [DOWNLOAD](#)

Hang a poster in a break room, or link to the poster from the intranet graphics created. It's a simple way to share details and drive engagement with the program.



○ POWERPOINT SLIDES [DOWNLOAD](#)

A well-crafted presentation can provide an overview to employees, along with answering any questions about this resource.



○ INTRANET GRAPHICS [DOWNLOAD](#)

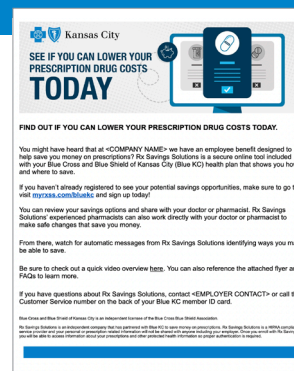
Promotional graphics that can be shared on your company intranet. With one click, your employees can be directed to Rx Savings Solutions within their My Blue KC portal.



WEEK 4

○ REMINDER EMAIL TO EMPLOYEES [DOWNLOAD](#)

As the final touch point in the campaign, this email should be sent to all employees, reminding them to register and start saving on prescriptions if they haven't already.



We're Always Here to Help. If you have questions, or would like to discuss how to make this action plan successful with your employees, please contact your broker or Blue KC representative.