

Time sensitive information for:

<Member Name>
<Address>
<City, State, Zip>



**Important changes
to your
prescription drug coverage
Effective: April 1, 2010**

Dear <Member Name>,

We care about helping you manage your health care costs, as well as servicing your health care needs. That's why it's important we keep you updated on changes that may affect you.

To help keep health care costs down, we regularly monitor the costs of prescription drugs. With more affordable generic alternatives available, <Drug Name> will no longer be covered by your prescription plan unless you have tried alendronate, an FDA-approved generic bisphosphonate. This change is effective **April 1, 2010**.

What this means to you

- If you are currently taking <brand name drug>, ask your doctor about switching to alendronate before your next prescription refill. This will ensure you continue to receive the medication you need and you'll pay less out of your pocket for these medications.
- If you have tried alendronate within 90 days *prior* to filling your prescription for <brand name drug>, your coverage will be automatically approved.
- If alendronate is not recommended for you, your doctor has been advised that authorization from us is needed in order to approve coverage of <brand name drug>.
- By switching to alendronate, you could save up to \$420* a year on your out-of-pocket prescription costs.

Only a doctor should determine the appropriate medication for you, so be sure to discuss your options with your doctor. If you have any questions, please call the toll-free customer service number on the back of your member ID card or submit your questions securely online. Just visit **www.bcbsfl.com** and log into MyBlueServiceSM.

Finding the most appropriate medication at the most affordable cost— **that's how Blue is helping you..**

*Your savings could be higher or lower depending on the specific drugs you switched from, your pharmacy plan's coverage, how often you refill your prescription, and where you purchase your prescriptions.