

## BigAppleRx – New York City’s official Prescription Discount Card program

The NYC DOHMH sought out an appropriately qualified concessionaire to serve as a Pharmacy Benefit Manager (“PBM”). The selected PBM will implement, administer and operate a Pharmacy Discount Card Program, which will be made available to the approximately eight million NYC residents (approximately three million households). Based on estimates of the number of New Yorkers who have drug insurance coverage and data on annual prescriptions per covered individual in other drug programs, up to four million NYC residents would be likely to use the Program, with potentially up to 12 million prescriptions, to be handled by the selected PBM, per year. The NYC DOHMH will manage and monitor the selected contractor.

Since its debut in May 2011, BigAppleRx has saved New Yorkers over \$24,000,000 (as of May 31, 2014) on prescription medications, for an overall savings of 46 percent. Established by City Council legislation, the BigAppleRx card is free and available to everyone living, working or visiting the City, regardless of age, income, citizenship, or health insurance status. The Card provides discounts for a broad range of medications with savings averaging 47%; 15% for brand and 53% for generic medications, including over-the-counter medications such as smoking cessation aids and diabetic supplies. No personal information or enrollment is required to use the Card. The Card is accepted at thousands of pharmacies citywide, including major regional and national chains. Anyone may instantly download and print the card at [www.BigAppleRx.com](http://www.BigAppleRx.com); access educational information about prescriptions, compare drug prices and locate the nearest participating pharmacies. The program has a customer services helpline that can be accessed by calling 311.

HealthTrans (now branded as Catamaran due to recent mergers), the vendor for DOHMH’s drug discount card (BARx), is the fourth largest Pharmacy Benefit Manager (PBM) in the United States, with \$10 billion in annual revenue, processing one in every five prescription claims in the U.S. **Catamaran, PBM will be offered a one year renewal to manage the NYC Prescription Discount Card for the period January 1, 2014 – January 1, 2015. Vendex was submitted by PBM and Legal is updating the renewal agreement.**

Catamaran has expanded its advertising and outreach efforts to promote market growth. Catamaran continues to test out various marketing strategies to increase utilization including; direct mail, inserts in several local/ethnic NYC Newspapers; revision of the card and creative materials and a revised and simplified Website.

Top drugs filled through BARx continue to be vitamins, followed by anxiolytics/sedatives, antibiotics, anti-hypertensives and opiates.

### Through May 31, 2014:

- **200,131 unique users**
- **756,664 prescriptions filled**
- **\$24,376,090 in savings by cardholders**

Claim Date Year	First Time Users	Total Claims	BARx Rxs	Usual & Customary Rxs	Usual & Customary Amt	Total User Paid Amt	Savings	User Savings %
2011 (May- Dec)	34,103	82,224	74,327	7,897	\$6,872,471	\$3,707,428	\$3,165,043	46%
2012	73,285	231,795	202,280	29,515	\$16,642,470	\$8,805,585	\$7,828,658	47%
2013	66,070	314,663	267,241	47,422	\$21,260,734	\$11,613,543	\$9,633,761	45%
2014 (Jan- May)	26,673	127,982	107,344	20,638	\$8,750,079	\$5,000,935	\$3,748,628	43%
<b>Grand Total</b>	<b>200,131</b>	<b>756,664</b>	<b>651,192</b>	<b>105,472</b>	<b>\$53,525,754</b>	<b>\$29,127,491</b>	<b>\$24,376,090</b>	<b>46%</b>