



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

Confidence comes with every card.®

# Save money on medicine for chronic conditions with our Drug Adherence Discount Program

Every medication says it on the label: Take daily as directed. Yet many people don't. Their health suffers as a result, leading them to need more intense and expensive health care in the future. The cost of prescription medication is often a barrier that prevents people from taking their medicine as directed.

## Our solution

We can help. Blue Cross Blue Shield of Michigan and Blue Care Network are working with Sempre Health to give our members discounts when they refill their medications regularly as prescribed.

The Drug Adherence Discount Program, powered by Sempre Health, will save your employees money and encourage them to consistently take their medications for certain chronic conditions as their doctors directed. **And it costs you nothing.**

All Blue Cross and BCN group customers are included in the program.

The Drug Adherence Discount Program focuses on certain drugs treating common chronic conditions where following doctors' orders can improve health and prevent serious complications. The program will grow over time and currently includes select medicines used to treat:

- Diabetes
- Cardiovascular conditions
- Respiratory conditions

## How it works

We identify eligible members who have filled a prescription for a qualifying medication.

Then, Blue Cross and Sempre Health send members information about the program and enrollment through letters, postcards and emails. Members can call **1-855-935-1557** or go to **[enroll.semprehealth.com/bcbsm](https://enroll.semprehealth.com/bcbsm)** to enroll.

Once enrolled, Sempre Health will send text message\* or email reminders, based on member preferences, when it's time for the member to refill his or her prescription every month. When the member refills and picks up the prescription on time, he or she will earn a discount on the copay. The member simply gives the pharmacist a discount code from the text messages or emails. Monthly discounts increase as the member refills prescriptions on time.



MEMBERS CAN SAVE  
AN AVERAGE OF

**45%**

ON THEIR TOTAL  
ANNUAL  
OUT-OF-POCKET  
COSTS FOR ELIGIBLE  
MEDICATIONS.

### PROGRAM EXPANDS

Prescriptions for 90-day supplies and those filled through our home delivery pharmacy will be eligible for the Drug Adherence Discount Program, starting Jan. 1, 2022. Members will earn increasing discounts when they refill qualifying prescriptions on time, the same way they do when refilling 30-day prescriptions at retail pharmacies.



### WHAT MEMBERS ARE SAYING

"I'm grateful for this cost saving option as I otherwise would not have been able to afford this prescription that I really need!"

"Thank you very much... I could not have the wonderful benefits of this medication without you."

"Wow. Thank you for this savings. It has truly been a great help and a blessing to me. Since my husband passed it has been a struggle, but you all have definitely helped to fill the gap. Thank you so much for your help. It is much appreciated."

"I hope this program is here next year. I could never afford it otherwise."

## Getting results

Blue Cross started the Drug Adherence Discount Program in late January 2020.

IN THE FIRST YEAR,  
MORE THAN

**9,100**

ELIGIBLE MEMBERS  
ENROLLED

NEARLY  
**\$2.4 MILLION**  
SAVED

**\$54**  
AVERAGE  
DISCOUNT  
PER REFILL

**\$29**  
AVERAGE  
COPAY

**90%**  
MEMBERS  
REFILLED  
PRESCRIPTIONS  
ON TIME



The Drug Adherence Discount Program, powered by Sempre Health, is one of the solutions Blue Cross offers pharmacy plan customers to improve member health and lower costs. **Talk to your Blue Cross sales representative or contracted agent to find out more.**

\*Message and data rates may apply. Visit [enroll.semprehealth.com/bcbsm](https://enroll.semprehealth.com/bcbsm) for Terms and Conditions of Use and Privacy Practices.

Blue Cross Blue Shield of Michigan and Blue Care Network have contracted with Sempre Health, an independent company, to provide a drug discount program.

**[bcbsmpharmacy.com](https://bcbsmpharmacy.com)**