

# Serve You Opportunities, Challenges & Methods to Overcome Challenges

## City of West Allis

### Opportunities

- Serve You Cost savings – (\$1,797,233) compared to current provider PBM. When factoring in additional administrative fees, change in stop loss carrier and reduction in level of stop loss, net savings is \$1,445,276.
- No plan members will be medically disadvantaged.
- More economical option for plan members for mail order.
- Improved customer service.
- Clinical programs and expertise.
- Utilization management strategies.
- Local Provider – Headquarters in Milwaukee, WI.
- Self-owned & operated call center, mail service and specialty pharmacy
- Broad national retail network / All major pharmacies are still available both locally and nationally.
- A multi-disciplined Serve You team will manage the City of West Allis.
- Serve You's call center customer service representatives are certified pharmacy technicians.
- Serve You will provide sample contracts and agreements for the City's Corporation Counsel to review.

### Potential Challenges/Methods to Overcome Challenges

- Anthem has increased the administrative fees to the City due to a change in Pharmacy Benefit Manager, and Anthem's loss of the current pharmacy rebates. However, the increased administrative fees are offset by projected plan savings due to the change to Serve You.
- Serve You is not currently set up as a preferred vendor with Anthem, so there will be a great deal of setup needed prior to implementation. However, the process has already begun, and all parties will continue working on this transition to ensure success.

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- The Horton Group and the City are currently working with Anthem and Serve You regarding their integration and their ability to share reporting with the stop loss carriers, etc. Should this feed not be ready to go by 3/1/18 we have put in place a complete Plan B, until such time as the integration is fully functional.
- With any change in Pharmacy Benefit Manager, medications may be on a different tier (higher or lower), which can be similar to periodic updates that would occur with the Existing Pharmacy Benefit Manager throughout the year. Plan members will be notified of all changes, and provided ample time to resolve any questions with Serve You and their Physician.
- The Serve You Select Formulary may exclude a limited number of medications in order to maximize the available rebates. Medications would only be excluded from the formulary when there is a therapeutic equivalent medication that is a part of the formulary. However, plan members will be notified of all changes, and provided ample time to resolve any questions with Serve You and their Physician.
- The Serve You program does include mandatory generics. In practical terms, participants can still choose to take a brand name medication where there is a therapeutic equivalent generic medication available, but they would pay a higher cost. However, most pharmacies automatically fill a generic prescription, when a brand name medication is prescribed as long as it is therapeutically equivalent.
- A comprehensive customized communication plan will be launched by Serve You so that City of West Allis employees, retirees and plan participants are informed about the changes and afforded ample time to work through any issues in advance of the March 1, 2018 renewal date. This program includes visits by the Serve You team to local pharmacies, a newspaper campaign and a direct mail letter campaign. Serve You has also agreed to attend open enrollment meetings and provide one-on-one counseling for members who need it. These meetings will be staffed by a licensed clinical pharmacist. The letter campaign immediately after affirmative City Council action regarding the change.
- The change to mail order may be done electronically. Instructions on how to complete this will be provided to plan members.