



MASSACHUSETTS

A REWARDING NEW WAY TO HELP MEMBERS STAY ADHERENT

Our new program, powered by Sempre Health, an independent company, rewards members for filling certain medications¹ on time, by lowering their out-of-pocket costs. The more adherent they are, the more they'll save.



HOW THE PROGRAM WORKS

Sempre Health identifies members taking certain medications¹ to treat chronic conditions, such as diabetes and cardiovascular disease, and invites them to enroll in the program. Once enrolled, members will have the opportunity to purchase their medications at a reduced cost. If they fill their medications consistently, they'll be able to save even more. Sempre Health will contact members each month to let them know when to fill their medications and what they'll be saving.

45%-65% AVERAGE ANNUAL SAVINGS²

Members who enroll in the program typically see significant, real-time savings on their out-of-pocket costs.

EASY ENROLLMENT PROCESS

Members have three easy ways to enroll: phone, text, or online. Once enrolled, all they need to do is give the pharmacist the code they received to activate their savings.

1. Eligible medications as of January 1, 2024 include Eliquis, Mounjaro, Toujeo, Trulicity, and Xarelto. Medications in the program are subject to change.
2. Sempre Health, semprehealth.com/health-plans, 2023.

What accounts are eligible³ to participate in the program?



If you're a fully insured account with 51+ employees, or a Blue Funding self-insured account with 51-99 employees – good news! The program is already included in your plan.



If you're a self-insured account with 100+ employees, you can opt in at no additional cost. Simply contact your account executive and let them know you want to add the program.



If you're an account with an HSA-compliant or Medicare plan, you won't be able to add the program to these plans.

Questions

If you have any questions or wish to add the program at no additional cost, contact your account executive.

³. If you have a grandfathered plan, consult your legal team to confirm adding the plan won't affect your grandfathered status.

Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, or gender identity.

ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID card (TTY: 711).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).