



December 26, 2007

Dear Blue Cross and Blue Shield of North Carolina Member:

Blue Cross and Blue Shield of North Carolina (BCBSNC) is introducing a Medication DedicationSM program starting January 1, 2008. Many of our members can improve their health simply by taking their medications regularly as prescribed by their physicians. The Medication Dedication program is designed to help you stay on your correct medication regimen. This program will:

- **waive the copayment or coinsurance on generic drugs.**
- **move selected brand drugs that are currently on Tier 3 of the Prescription Drug Formulary to Tier 2, resulting in a lower member copayment.**

To see a list of all of the generic and brand drugs included in the program, visit us online at bcbsnc.com

To take advantage of the Medication Dedication program, just fill or refill your prescription at any BCBSNC network pharmacy and present your BCBSNC ID card. If you are filling a prescription for one of the generic drugs listed in this program, your copayment or coinsurance will automatically be waived¹. If you are filling a prescription for one of the drugs that was previously on Tier 3 and is now on Tier 2, any applicable cost savings to you will automatically be applied at the pharmacy.²

We encourage you to talk to your physician about your prescriptions during each office visit and work together to find the medications that are most appropriate for you. If you are not currently taking a generic drug, ask your physician if there are any generic alternatives that may be right for you. If you have any questions about this program, please visit us at bcbsnc.com or contact BCBSNC Customer Service at the toll-free number listed on your BCBSNC ID card.

Sincerely,

Ron Smith, PharmD
Vice President, Employer Health and Pharmacy Expense Management
Blue Cross and Blue Shield of North Carolina

¹In order to be eligible for the generic drug copayment waiver, members must first meet their annual pharmacy deductible, if applicable. If members have met their annual pharmacy benefit maximum, then they are not eligible to receive the generic copayment waiver.

²If your pharmacy plan design has deductible and coinsurance, the formulary change will not impact the amount you pay for your prescription.

SM Mark of Blue Cross and Blue Shield of North Carolina