



Introducing CurateRx™

Flexible pharmacy solutions curated to drive results

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) is reimagining the pharmacy benefits experience to break free from traditional constraints. CurateRx provides custom-fit pharmacy benefit solutions – bringing fresh ideas and innovative strategies to help manage costs, improve experience, and drive desired results.

Built from the ground up to be agile.

Because CurateRx is not bound to traditional systems, it can continually bring fresh solutions to meet your evolving needs and goals. We see a path that leads to better health and better business – and the market-disrupting programs and purposeful innovation of CurateRx will guide the way.

Handling the back end, so you stay ahead.

CurateRx takes care of the behind-the-scenes complexities – coordinating every moving part of the pharmacy benefits ecosystem, ensuring everything works in harmony to achieve your goals. Through hands-on program oversight, unnecessary processes are cut out and point solutions are streamlined, making it easier to administer your plan and drive results.

Forging paths to better, more affordable care.

Affordability doesn't have to come at the expense of well-being. CurateRx has no ties to rigid systems or supply chains. Its independence and transparent sourcing helps secure the lowest prices, delivering sustainable results for your business and more affordable care for your employees.

Clarity. Integrity. Accountability.

CurateRx operates with absolute accountability – collapsing the supply chain to minimize uncertainty and unnecessary costs. Every solution – and every vendor partner – is held to the highest standard, delivering pharmacy benefits you can understand and trust.

CurateRx is designed to offer:



Innovative solutions

Advancing new ideas to improve flexibility, affordability, and results – transforming health care for good.



Simple experiences

Clearing obstacles and making it easier to do business and drive results.



Affordable care

Forging paths to greater access, lower costs, and better value.



Empowered choice

Providing the freedom to choose what works best for you and your employees.



Transparent practices

Holding each pharmacy program component accountable for performance and impact.



Solution ecosystem for self insured employers

Every element of CurateRx is intentionally selected to drive results. See the impact of each solution below – including opportunities to customize for your needs.¹

Cost Helps lower employer and/or member spend	Results Improves safety, adherence, and/or clinical insights	Experience Simpler, more convenient member experience
Behind the scenes: These “invisible hand” solutions are key to affordability and predictability.		
Open formulary Our broad, flagship drug list	Open rebate-driven formulary Advanced performance drug list for self insured employers	MAC pricing Fair pricing for generics
Value-based design (VBD) OPTIONAL Reduce cost-sharing on certain drugs, often for treating chronic conditions	Preventive designations Pre-deductible coverage for qualified preventive medications	Maintenance designations OPTIONAL 90-day maintenance fills to improve adherence and cost efficiency
High-cost therapy Utilization Management (UM) Independent review of high-cost medications	Utilization Management (policy & review) Clinical review to ensure appropriate therapy	Free market dynamic pricing platform (specialty network) Referral routing and dynamic pricing in a competitive, high-quality specialty marketplace
At the pharmacy: These day-to-day solutions are often how members experience utilizing their benefits.		
Retail network Broad retail pharmacy access	Mail-order Home delivery for ongoing medications; option of two vendors	Mandatory mail-order OPTIONAL Required home delivery for maintenance drugs
Specialty network (embedded) Access to more affordable rates on limited-distribution drugs	Specialty network exclusive offer OPTIONAL Exclusive specialty pharmacy option	Coupon maximizer/accumulator BUY UP Redirect manufacturer copay assistance funds
Discount card integration (retail & mail) Automatic member savings at the pharmacy or through mail-order	Split fill programs Minimize waste and costs for drugs with high rates of early discontinuance or dose changes	
Clinical coordination: These provider-and-plan solutions help to influence prescribing and therapy decisions.		
Real-time pharmacy benefit Immediate cost and coverage information for providers	Physician notification programs Prescriber alerts for safer, lower-cost options; expanded programs available as buy up	High-touch pharmacist intervention Pharmacist support and data insights for complex UM
Member engagement: These consumer-centric solutions actively support the member experience.		
Medication adherence program Coaching and reminders to help members take drugs as prescribed	Diabetes & weight management programs Diabetes prevention program (DPP); weight programs available as buy ups	

This curated pharmacy solutions portfolio is supported by select vendor partners, including:

Optum Rx®

pharmacy

SEMPRE HEALTH

FREE MARKET HEALTH

A look ahead

Are there immediate changes?

You will see no changes or impacts to your current pharmacy offering in 2026. Blue Cross NC will continue to work with Prime Therapeutics™ (Prime) in 2026 – and we have communicated our expectation that Prime will deliver on its commitments to our customers during this period. Beginning January 2027, Blue Cross NC will move to CurateRx as its new pharmacy program. This transition is being approached with careful planning, strong partnerships, and clear communication. The goal is to ensure a smooth launch of CurateRx that benefits our customers and aligns with our long-term vision for affordability, transparency, and innovation.

What can 1/1 effective groups expect?

You will follow the renewal process as you normally do. Your Blue Cross NC team will help you evaluate available pharmacy options and make elections.

What should non-1/1 effective groups expect?

You will receive a formal notice regarding this change on or before November 1. Members will receive a new member ID card with updated pharmacy information to use beginning January 1, 2027. Blue Cross NC will continue to provide ongoing updates and support as the transition date approaches. (Note: This only applies if you carve-in pharmacy benefits with Blue Cross NC.)

How will this change allow more flexibility?

CurateRx takes a modular approach that enables more flexible plan design options, greater customization, and better alignment with employer benefit strategies.

What level of member impact is expected?

It's important to keep in mind that not every change will automatically result in disruption, and minimizing disruption is a top priority. Blue Cross NC has a transition plan that includes clear and proactive employer and employee communications – including materials related to new member ID cards.

What will happen to prior authorizations and prescription history?

As part of migrating to a new platform, Blue Cross NC is focused on carrying over existing prior authorizations, preserving continuity of care, and ensuring members do not experience gaps in access. More detailed operational information will be shared closer to implementation.

What will the sales and service model look like?

Our intent is to maintain a strong, familiar experience with dedicated sales and service support. We recognize the importance of trusted relationships, and we will communicate changes early if they apply.



¹ Product availability can vary based on geography, funding arrangement, group size, and other factors. Please discuss specific product options with your authorized Blue Cross NC representative.

CuraCor Solutions Corp. is a separate entity providing the CurateRx pharmacy benefits program on behalf of Blue Cross NC.

Blue Cross NC may contract with independent third-party vendors for the provision of certain aspects of our corporate pharmacy program and is not liable in any way for goods or services received from them. These vendors do not offer Blue Cross or Blue Shield products or services. Blue Cross NC reserves the right to discontinue or change our programs at any time.

®, SM are marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. All other marks and names are property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U49602, 4/26