

Specification Sheet

NAVIGATION

Begin by clicking the links in the **EVOLUTION GOALS** section, which navigate to scrollable guides grouping each experience evolution option by that goal. Guides include details, visuals, cobranding and customization options, and link to individual experience samples (use your browser's back button to return to the guide). You can also click the links in the tables below to see individual experience samples; please note these are the same examples as in the scrollable guides. You are currently [here](#).

Enrollment
⌚ Auto-Enrollment
+ Opt In Enrollment

Type of Experience
◆ Enhanced Experience
★ New Experience
> Future Experience
(into 2028)

Customization Potential
● Standard
● Cobranding
● Customizations allowed

*For plans that have delegated Express Scripts to manage coverage reviews and/or appeals.

EVOLUTION GOALS



Transparency & Affordability



Benefit Education



Personalized Guidance



Enhanced Encounters



Connected Experience

START

Pre-Benefit Education

PRE-BENEFIT

1

EXPERIENCE		ENROLL			CHANNEL				
		Comm.	Health Plans	Reg. Markets	Web	App	Email	Text	Letter
1	◆ Open Enrollment Experience	+	+	+	● ●				
2	★ Future Plan Year Disruption	+	+	>			● ●		● ●

Enhanced Guidance

PHARMACY & MEDICAL ENCOUNTERS

2

EXPERIENCE		ENROLL			CHANNEL				
		Comm.	Health Plans	Reg. Markets	Web	App	Email	Text	Letter
Prior Auth Status Experience*									
1	★ Prior Auth. Initiation Comm.	⌚	⌚	⌚			● ●	●	
2	◆ Prior Auth. Status Tracker	⌚	⌚	⌚	● ●	●			
3	◆ Prior Auth. Expiration Experience	⌚	⌚	⌚	● ●	●	● ●	●	● ●
POC & POS Guidance									
1	★ Tools to Use with Doctor	⌚	⌚	⌚	● ●	>	● ●	●	
2	★ Pharmacy Recommended Exp.	+	+	>	●	●			● ●

Benefit Utilization

IN-BENEFIT

3

EXPERIENCE		ENROLL			CHANNEL				
		Comm.	Health Plans	Reg. Markets	Web	App	Email	Text	Letter
1	★ Disaster Event Exp.	⌚	⌚	>	● ●		>	>	
2	◆ Web Inbox Experience	+	+	+	● ●	●			
3	★ Messages on Web Pages	+	+	>	● ●	●			
4	★ Educational Video Series	⌚	⌚	⌚	●	●	>	>	
5	★ Recommendation Guide	⌚	⌚	⌚	●	●	●	●	●
6	◆ Benefit Overview pg. additions	⌚	⌚	>	● ●	●			

Feedback Opportunities

POST-ADJUDICATION

4

EXPERIENCE		ENROLL			CHANNEL				
		Comm.	Health Plans	Reg. Markets	Web	App	Email	Text	Letter
Annual Claim Review									
1	◆ Claim History & Review	⌚	⌚	⌚	● ●	●	● ●	●	
2	★ Annual Trans. Report	⌚	⌚	-	● ●	●	● ●	●	
Recommendation Guidance									
1	◆ Savings Amount Recs.	+	+	⌚	● ●	>	●	>	● ●
2	★ Pharmacy Survey	⌚	⌚	⌚	● ●	●	● ●	●	