

EXPRESS SCRIPTS

PHARMACY BENEFIT SERVICES



Toolkit Resources

To help you reach your members we have two toolkits:



Digital Adoption Toolkit *(Pages 2-6)*

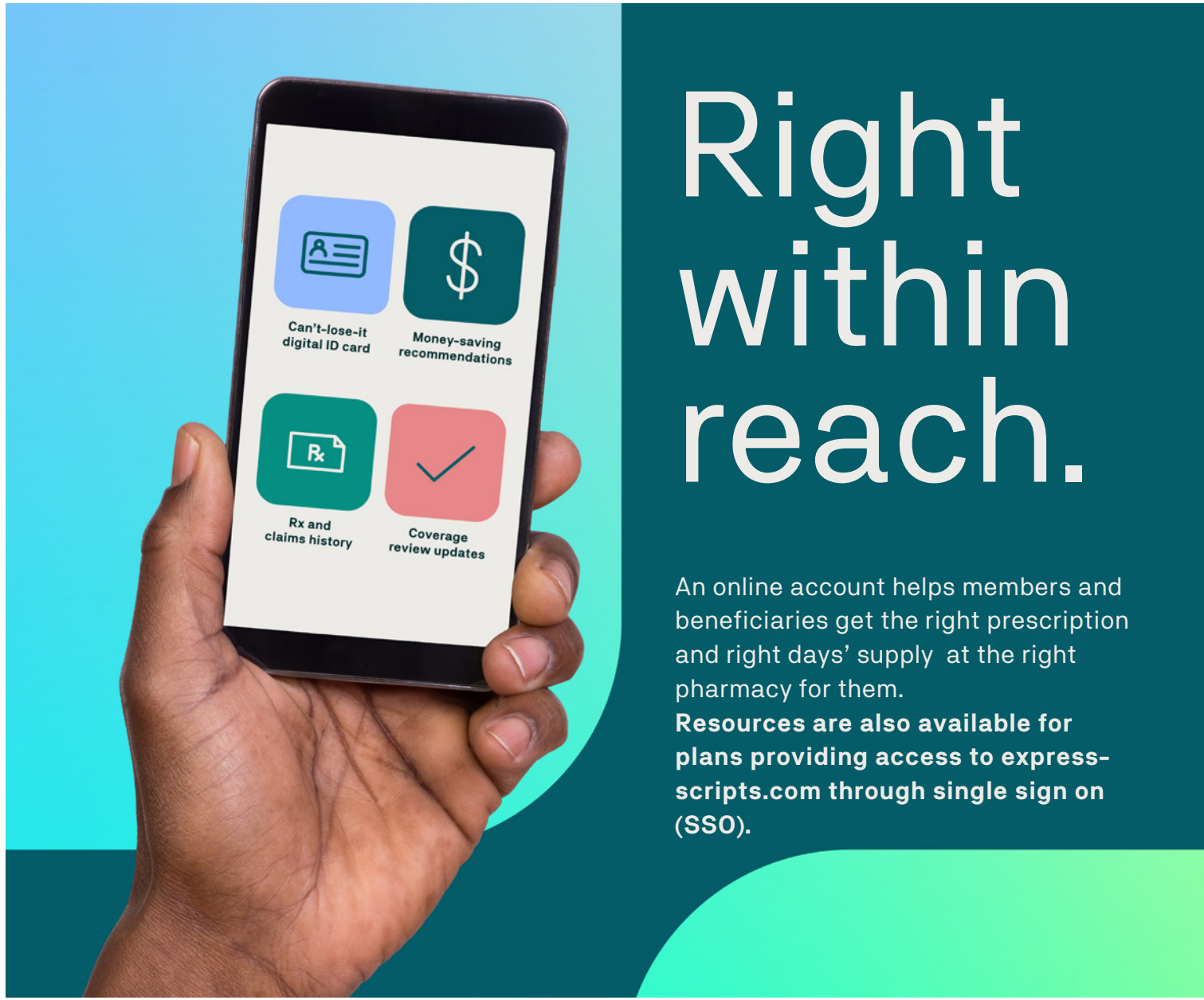
- This toolkit contains resources to promote simpler, more convenient access, leading to better member adherence and greater savings for your organization. Messaging within the toolkit focuses on digital ID cards, money-saving recommendations, coverage review updates and more. Resources are also available for plans providing access to express-scripts.com through single sign on (SSO).



Savings Advisor Toolkit *(Pages 7-9)*

- This toolkit contains resources to help promote easy access to your members, directing them to log into their accounts and find instant savings opportunities through an interactive dashboard and other features.

Share these toolkit materials directly with your members, helping them take full advantage of our digital tools and resources—
driving stronger engagement and better outcomes.



Right within reach.

An online account helps members and beneficiaries get the right prescription and right days' supply at the right pharmacy for them. **Resources are also available for plans providing access to [express-scripts.com](https://www.express-scripts.com) through single sign on (SSO).**

With 68% of members and beneficiaries open to using digital resources,¹ creating an online account at [express-scripts.com](https://www.express-scripts.com) lets your members access their pharmacy benefits anywhere, anytime.

While human connection through traditional call centers is still valued, an online account provides 24/7 service along with personalization, resulting in nearly three out of four payers reporting a decrease in membership turnover when digital platforms are offered.

This increased engagement also supports better medication adherence. An online account lets us contact members directly, with text messaging alone nearly doubling adherence.²

The Centers for Disease Control and Prevention (CDC) has shown that 20% to 30% of prescriptions are never filled and only 50% of patients with a chronic condition take their medications as prescribed. Poor medication adherence results in \$100 billion to \$300 billion in annual health care costs in the United States.

This toolkit contains resources to promote simpler, more convenient access, resulting in better member and beneficiary adherence and greater savings for you. Once an online account is created, we can encourage members and beneficiaries to make better pharmacy and medication choices.

**Help us better reach your members and beneficiaries!
Contact your account rep for more ideas.**

1. <https://www.mckinsey.com/industries/healthcare/our-insights/promoting-an-overdue-digital-transformation-in-healthcare>
2. Mobile Telephone Text Messaging for Medication Adherence in Chronic Disease: A Meta-analysis | Medical Devices and Equipment | JAMA Internal Medicine | JAMA Network

Express Scripts
By **EVERNORTH**

Helpful resources

Noted below are the resources contained within this kit, designed to promote creation of an online account leading to better medication adherence.

Helpful Resource

Poster



One-pager



Download kit (English)

Download kit (Spanish)

How to use it

Post in high-traffic common areas around workspace.

Details

5 PDF for five different versions of messaging

Dimensions: 11" x 17"

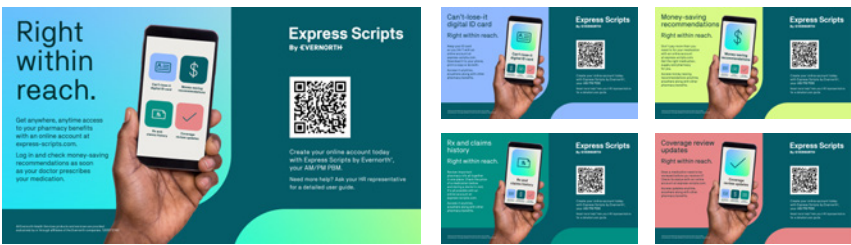
Leave on members' desks as a handout or post to an intranet site.

1 PDF (Two sided)

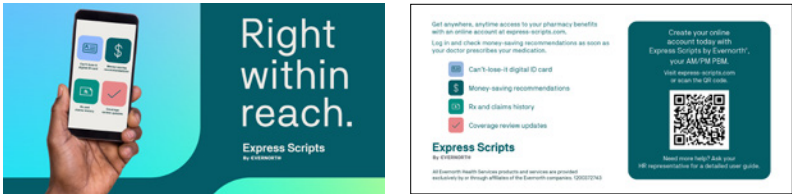
Dimensions: 8.5" x 11"

Helpful Resource

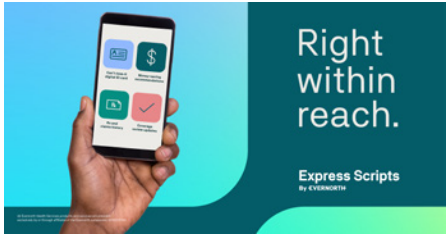
Digital Screen



Buckslip



LinkedIn Post



Post Text

Get anywhere, anytime access with an online account at express-scripts.com. Connect to your digital ID card, money-saving pharmacies and medications, Rx and claims history, coverage review updates and more. Create yours today.

URL for “Learn More” Button
<https://www.express-scripts.com>

How to use it

Display on digital monitors throughout workspace.

Print and include with paystubs or use as a leave-behind in the office.

Text-only messaging and accompanying image promoting the benefits of an Express Scripts online profile, both customized for use on LinkedIn.

Details

5 JPEG for five different versions of messaging

Dimensions: 1920 x 1080

1 PDF

Dimensions: 8.5” x 4.25”

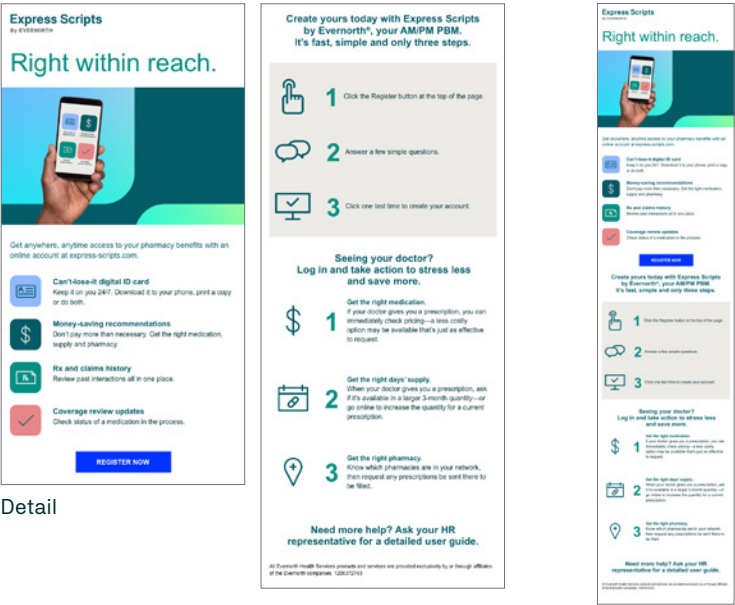
1 Word document

1 JPEG

Dimensions: 1200 x 627

Helpful Resource

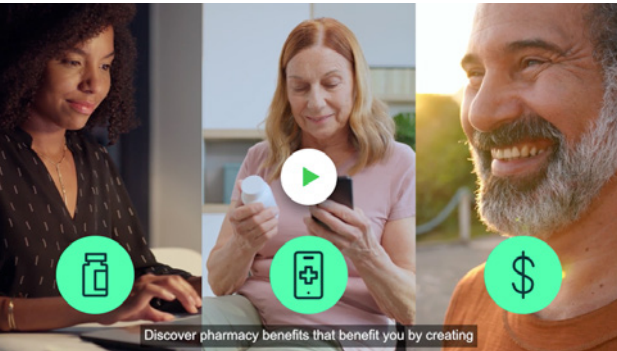
Email



Detail

Full

Video



How to use it

Send information about creating an online account directly to members' inboxes.

Note: Download to Internet Explorer for best experience.

Sample subject line:
Fast, easy access to your pharmacy benefits

Details

1 OFT email

Primary URL:
<https://www.express-scripts.com/pharmacy-benefits-manager>

Secondary (full view) URL:
https://players.brightcove.net/1870967467/Zyb9qmnrf_default/index.html?videoId=6350284356112

Helpful Resource	How to use it	Details
Web Text/Intranet Text Newsletter Copy/Social Media Copy	<p><i>Text-only messaging promoting the benefits of an Express Scripts online profile.</i></p> <p><i>This text can be dropped into all digital channels, including newsletters, emails and intranet platforms.</i></p>	1 Word document
White Paper	<p><i>Provide for members and beneficiaries as a brief benefits overview.</i></p>	2 Word documents
Website User Guide	<p><i>Provide to members and beneficiaries upon request for more in-depth info on accessing their benefits through the website. Use in place of a demo.</i></p>	1 Word document
Mobile App User Guide	<p><i>Provide to members and beneficiaries upon request for more in-depth info on accessing their benefits through the app. Use in place of a demo.</i></p>	1 Word document
Beneficiary Specific Resources	<p><i>Provide to beneficiaries to help understand available benefits and online account features like Medicare Prescription Payment Plan (M3P), Explanation of Benefits (EOB), and more.</i></p>	Various resources



EXPRESS SCRIPTS SAVINGS ADVISOR

Saving members money. Just like that.

Savings Advisor is your members' shortcut to savings, letting them know quickly and simply how they can save more immediately.



The Savings Advisor solution provides clear, proactive and personalized guidance for getting the right medication, in the right quantity, from the right pharmacy, so members can stress less and save more.

This toolkit contains helpful resources to promote easy access to Savings Advisor **for** your members and additional helpful money-saving tools for beneficiaries, directing them to log into their accounts to find instant savings opportunities.

Working right by your side, we can help make the pharmacy benefit work harder, so you and your members and beneficiaries can save more faster.

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By **EVERNORTH**

Helpful resources

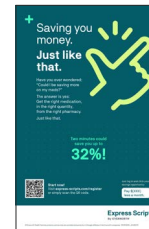

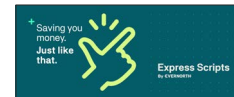

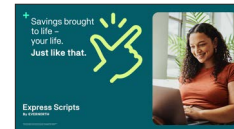
Here is a list of all available resources, designed to promote the benefits of the Savings Advisor solution and other money-saving tools, offering simple and convenient access online.


[Download kit \(English\)](#)



[Download kit \(Spanish\)](#)



HELPFUL RESOURCE	HOW TO USE IT	DETAILS	
Poster	Post in high-traffic areas around your workspace.	1 PDF Dimensions: 11" x 17"	
One-pager	Leave on members' desks as a handout or post to an intranet site.	1 PDF Dimensions: 8.5" x 11"	
Buckslip	Print and include with paystubs or use as a leave-behind in the office.	1 PDF Dimensions: 8.5" x 4.25"	
Digital Screen/Signage	Display on digital monitors throughout your workspace.	1 JPG Dimensions: 1920 x 1080	
LinkedIn Post	Text-only messaging and accompanying image, both customized for use on LinkedIn.	1 Word document 1 JPEG Dimensions: 1200 x 627	

HELPFUL RESOURCE	HOW TO USE IT	DETAILS
Email	<p>Send information directly to members' and beneficiaries' inboxes.</p> <p>Note: Download to Internet Explorer for best experience.</p> <p>Subject line: How do medication savings sound?</p>	<p>1 OFT email</p> 
Video	<p>Copy and paste URL to send to members and beneficiaries or post for easy access. Video provides a quick and compelling overview of solution benefits.</p>	<p>Video link: https://bcove.video/4h2QJDd </p> 