



Pharmacy Benefits. Managed.

PHARMACY REBATES ARE NOT FREE.

While pharmacy rebates appear to offset employer drug costs, they actually increase total drug spend.

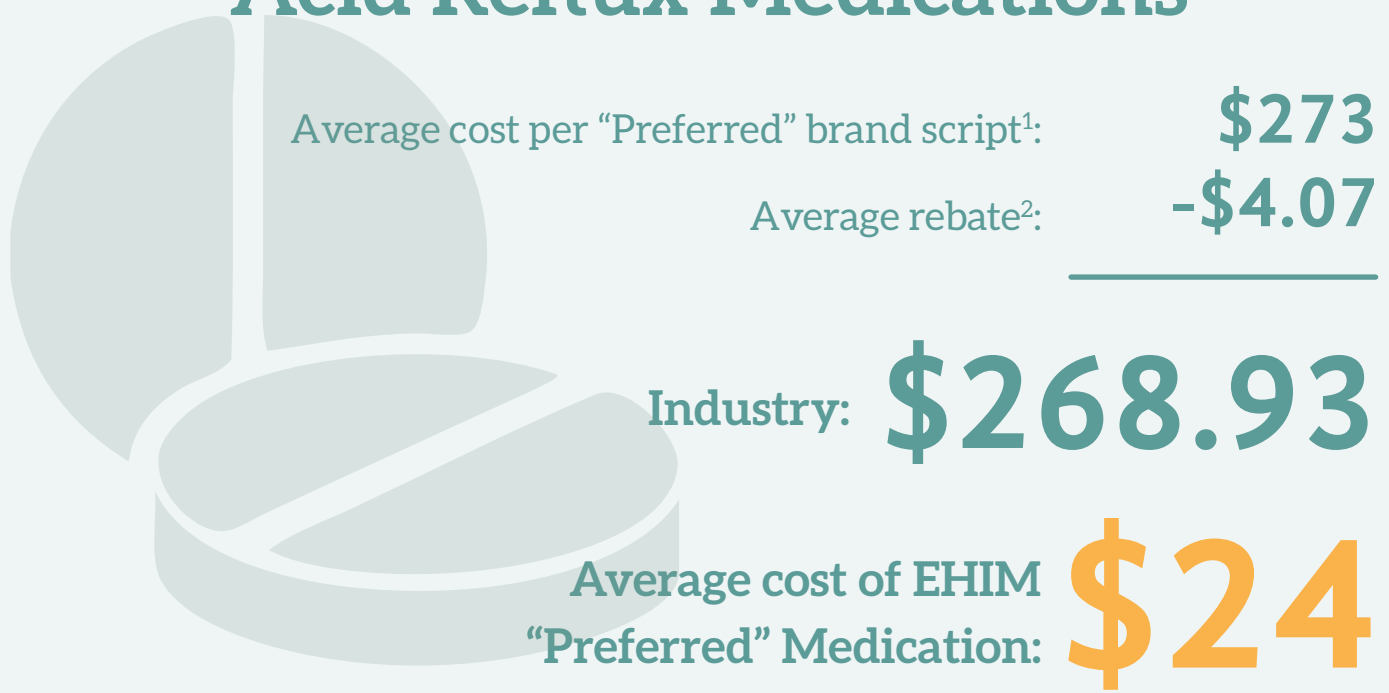
WHY?

Rebates are earned when PBMs (and employer groups) increase utilization and pharmaceutical market share on the newest, more costly, brand medications.

Therefore, initiatives that discourage brand utilization such as the addition of OTC medications, and generic incentives, can negatively impact the rebates earned.

EHIM takes a different approach for formulary design. We provide customized plan designs that include a focus on higher generic utilization rates, inclusion of over-the-counter (OTC) medications, and other managed care initiatives that allow clients to achieve greater savings and overall cost containment.

Example: Acid Reflux Medications



Source¹: <http://www.consumerreports.org/cro/health/prescription-drugs/best-buy-drugs/index.htm>

Source²: PBMI 2014 Annual Rx Report <http://reports.pbmi.com/>

By not accepting rebates, we are able to provide flexibility in developing customized, proprietary formularies resulting in full transparency for our clients.

It's time your clients had a PBM with their best interests in mind.

Contact Rachel Strauss today
at 713.574.5232 or rstrauss@ehimrx.com to learn more.