

Partner with MedImpact to Bring Health Exchange Lines of Business to Market

MedImpact Healthcare Systems, Inc. has the breadth of expertise needed to support managed care organizations (MCOs) as they join Health Insurance Exchanges (HIEs). Our industry-leading track record in Medicare Part D and Medicaid credentials us to partner with MCOs as they develop this new line of business.

Helping our clients navigate and prepare for the new HIE marketplaces involves consultation and support from MedImpact organization, including:

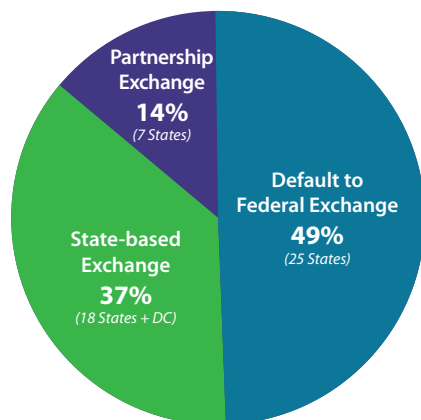
- Formulary management and analysis
- Benefits design and eligibility
- Pharmacy networks
- Rebate management

Process Begins With Formulary Analysis

The formulary support for MCOs entering the HIE market is highly variable because of the state-specific structure. Formulary elements for clients that are planning to sell a new HIE product may include:

- Utilization of a HIE-compliant standard commercial formulary created and maintained by MedImpact. Formularies may vary by state because of the state-specific Essential Health Benefit (EHB) Benchmark plan structure.
- U.S. Pharmacopeia (USP) classification-based formulary comparison report comparing your existing commercial custom formulary against an applicable state EHB benchmark plan formulary
- Clinical consultation and formulary content updates as required
- Provision of a HIE-compliant formulary drug list report for client submission to CMS and applicable state regulatory agencies
- Other formulary support services to be determined as additional regulatory and operational guidance becomes available

Figure 1: Law Creates Three Types of Exchanges



Benefit Design Supports Clinical Objectives

Benefit plan designs need to meet or exceed each EHB Benchmark employed in your service areas. Benefits services critical to success include a consultation to determine if your MCO will require new formularies and benefit plans or if existing formularies and benefit plans will support your clinical objectives for the exchange population.

MedImpact also will collaborate with you to review HIEx reporting requirements that should be considered when implementing new plan designs. Program-specific carve-out reports will capture claims utilization and benefit plan usage.

Pharmacy Network Strategies Support HIEx Offering

Narrow pharmacy networks are optimal for this line of business. MedImpact is ready to support clients' network needs with preferred pharmacy network construction, rates and negotiations. Our Pharmacy Network Team is actively engaged in these activities for MCOs entering the HIEx to advise you on how to use pay-for-performance strategies to build your HIEx network.

Optimizing Rebates in New Environment

As clients create or change formularies and benefit designs for HIEx products, there will be new opportunities to optimize manufacturer rebates. Rebate management services for prospective HIEx clients include:

- Support for branded drug trend management through aggressive rebate strategies
- Low net cost and high clinical quality through intelligent formulary and rebate management programs
- Advanced rebate strategies to mitigate increases in specialty drug trend
- Turn-key standard formularies designed to reduce costs through maximal generic and rebate savings tools and techniques state EHB benchmark plan formulary
- Clinical consultation and formulary content updates as required
- Provision of a HIEx-compliant formulary drug list report for client submission to CMS and applicable state regulatory agencies
- Other formulary support services to be determined as additional regulatory and operational guidance becomes available

Online Resources

CMS-approved State HIEx: <http://cciio.cms.gov/resources/factsheets/state-marketplaces.html>

List of EHB Benchmark plans: <http://www.statehealthfacts.org/comparereport.jsp?rep=156&cat=17>

EHB benefits, limits and drug coverage: <http://cciio.cms.gov/resources/data/ehb.html>

Contact your MedImpact Account Executive today to learn more about how we can work together to implement your HIEx line of business.



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