

For brokers and producers only

Date: February 18, 2021

Markets: 200+ Self-insured Accounts

Announcing the Specialty Copay Card Program

Together with CVS Health, CareFirst BlueCross BlueShield (CareFirst) is offering copay plan strategies to help self-funded accounts manage specialty pharmacy spend while ensuring that employees have access to the medications they need. There are three options available to 200+ self-insured accounts for a July 1, 2021 effective date: True Accumulation, Copay Optimization and PrudentRx Copay Optimization.

We've developed the following, marketing materials to help you and your accounts understand the benefits of each of the three program options.

Marketing Materials

- [Account Flier](#)
- [Account Slides](#)

For more information

If you have any questions, please contact your broker sales representative.