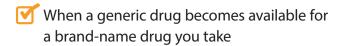
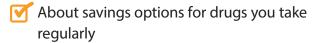
MY RX CHOICES WAYS TO LOWER YOUR PRESCRIPTION DRUG COSTS

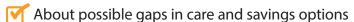
The cost of prescription drugs in the United States continues to climb. As a Highmark member, you may be able to save on your medicines by taking advantage of My Rx Choices.

HOW IT WORKS

My Rx Choices is a prescription savings program that lets you know about ways to lower your prescription drug costs. You may get a letter, phone call or web alerts:







GET HELP BY PHONE

Get a cost comparison of the medications you take regularly — including how much you could save if you and your doctor choose lower-cost alternatives. To talk with a pharmacist or prescription benefit specialist, call **1-800-319-7750**.

GO ONLINE TO VIEW SAVINGS OPTIONS

It's easy to find generics or lower-cost alternatives for brand-name drugs. To begin...

- Log in to HighmarkBlueShield.com
- Click on the **Prescriptions** tab along the top of the page
- Click on Costs & Savings
- Select the Manage Prescriptions tab at the top of the page
- Scroll down to the Save With My Rx Choices link

Highmark Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association. My Rx Choices is a registered mark of Express Scripts Holding Company which is an independent company that administers pharmacy services.

/16 CS10564:

