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Part B Point of Sale Phase 2

Talking Points for MA Group Sales team

Summary: In 2021, Blue Cross is expanding the Part B POS project to boost member satisfaction and improve customer experience. Influenza (flu) and pneumococcal (pneumonia) vaccines are currently covered (this was phase 1 of the Part B POS project) and the phase 2 enhancement will add certain other Part B drugs such as oral cancer drugs and select nebulizer solutions for our MA only members. It will also add the hepatitis B vaccine and some oral antiemetics, antineoplastics and immunosuppressants for our MAPD members.

The lists of approved drugs are linked here for reference:

- [PPO Only Plans](#)
- [MAPD Plans](#)

By early April for Medicare Plus Blue members and late May for BCN Advantage members, the aforementioned Part B drugs will be available for purchase at pharmacies with the appropriate coinsurance, deductible, and prior authorization without having to pay in full and submit a mail in medical claim reimbursement form (current process causing member dissatisfaction).

Who will be impacted?

Medicare Advantage PPO (MA & MAPD) & BCNA HMO groups including Key & Large: URMBT, MPSERS, SOM, UBR, etc.

In scope:

- Medicare Plus Blue PPO MA only (see exceptions noted below*) and MAPD
- BCNA (MA HMO, HMO-POS, MA PD) members
- Part B vs D drugs for MAPD members

Out of scope:

- Medicare Plus Blue PPO Prescription Drug Plan (PDP)
- Arkansas, Nebraska and Premera
- Part B vs D drugs for Medicare Plus Blue PPO MA only members*

* Medicare Plus Blue PPO MA only members are not eligible for coverage determinations on the B vs D list at this time.

Who to contact with questions/concerns?

Internal SME: Lori Rawson, Manager, Pharmacy Operations

For members: Members with questions can reach Customer Service using the number on the back of their Member ID Card.

What's changing?

- Part B drugs will be available for purchase at pharmacies with the appropriate coinsurance, deductible, and prior authorization without having to pay in full and submit a mail in medical claim reimbursement form (the current process was causing member dissatisfaction).
- Only vaccines are currently available. By early April for PPO and May for HMO-POS, many additional Part B drugs can be purchased at the pharmacy.

Benefit highlights

- **How we're promoting this enhancement:** Added ease & convenience for members – you asked us for it, and we responded. One stop shopping for your Rx needs – you'll no longer need to go to DME provider for select Part B drugs – you can get everything at the same local pharmacy!
- We've expanded our Part B POS program for MA Members. Members will no longer have to submit a mail in medical claim reimbursement form for the drugs included in this enhancement.
- BCNA was already able to get some of these drugs at the pharmacy, now they can get all the drugs included in the enhancement – this benefit is totally new to PPO.

What (if any) need to be taken by groups/agents/members

- MA Group Sales Reps will educate Groups/Agents about this expansion of Part B POS benefits
- Groups / Agents will need to educate members that these drugs can now be obtained at the local pharmacy and that providers can prescribe a medication to the pharmacy now (they may need to write a new Rx)
- **Note:** this does not change existing prior authorization requirements

What types of communications will be sent/shared with each set of stakeholders (where will this information be available)?

Group/Agent:

- Talking points flier and link to the drug list will be available on the Agent and Group Secured Services Portals

Member:

- Group portal updates for MSPERS, URMBT, SOM, UBR
 - Flier for the Trust – distributed at virtual events
 - UAW: Distribute fliers at local meetings
 - MSPERS: Best of Health article
 - SOM Benefit article
- Article in MyBlue Medicare June Magazine
- Your Health Advantage (BCN Expanded Benefits) Magazine
- Part B ESI Pharmacy link
- EOB message
- FAQ on BCBSM.com

When the changes will go into effect?

Functionality will be available in Express Scripts / Part B Drugs available at the pharmacy.

PPO: **3/26/21***

BCNA: **5/13/21***

*The technical cutover for PPO is 3/26 and 5/13 for HMO. There's a week to confirm the activation and work out any Go Live issues. For PPO, we're targeting 4/2 (early April) for full implementation. For HMO, we're targeting 5/20 (late May) for full implementation.