

Control your prescription benefit costs with our flexible solution.

Introducing the MarketWatch Drug Program

The MarketWatch Drug Program provides you with three effective options for managing pharmacy benefit costs, while giving your members the right medication at the right time.



Add one, two, or all three program options to your current pharmacy benefit for enhanced cost control.*

Program Options

Manages costs by:

High Cost, Low Value

- Restricting and replacing drugs known to have higher costs with lower-cost alternatives offering the same health benefit.
Examples include: Vimovo, Duexis, Glumetza, and Fortamet.

New to Market

- If a doctor prescribes a medication that is on the New-to-Market list, the medication will not be covered. Instead, a preferred alternative medication will be covered to ensure there is access to the lowest cost, clinically effective therapy.

Rx with OTC Equivalents

- Restricting coverage for prescription medications that have an FDA-approved over-the-counter (OTC) version in market.
Examples include: Differin gel, Phenazopyridine, Lidocaine, Nexium.

* Please note that fully insured groups must select the entire program.



Ready to save on pharmacy costs? Contact your account representative for more information.



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ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).