



Clinical Operations
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anthem.com

{First Name} {Last Name}
{Address 1}
{Address 2}
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{City} {State} {5-digit zip code}

Don't scratch your eyes – believe it. You can see clearly and still save money!

{Date}

Dear Member:

Allergy season is never far away. You made it through the hassle of itchy, red and watery eyes, and you want to be ready when the next onslaught begins. If you're one of the millions who suffer from this problem, you understand the importance of Ophthalmic Allergy Agents (aka allergy eye drops) to control the symptoms. But if you're like most people, you probably don't know that you may be able to treat this condition *just as well* with medicines that cost much less than what you're using now.

In a nutshell, here's what the researchers have found.¹

- ◆ All drugs in this category are clinically equivalent in treating the "itchy eyes" associated with seasonal allergies.
- ◆ No single allergy eye drop product has been shown to be clinically superior.
- ◆ All offer safe, effective relief.

Why are we telling you this?

According to our records, you've filled prescriptions in the last 12 months for one of the allergy eye drops Alamast[®], Alocril[®], Alomide[®], Elestat[®], Emadine[®], Optivar[®], Pataday[™] and Patanol[®]. And we're making changes that will affect the coverage of these drugs and your out-of-pocket costs. Beginning January 1, 2009, these brand-name medications will no longer be covered by your health plan. If you received prior approval from us for one of these brand-name prescription drugs, your approval will expire on January 1, 2009 and your benefit coverage for such drugs will end.

Your plan will still cover the generic drug, cromolyn sodium. And you'll also have the confidence of knowing there are a variety of equally effective over-the-counter allergy eye drops available to you.

You can start paying less for the same relief.

1. *You'll only have a copay if you choose cromolyn sodium.* If you choose the brand-name prescriptions, you will have to pay the full price.
2. *But you may save even more money if you choose one of the over-the-counter drugs.* And, if you switch to an over-the-counter allergy eye drop – Alaway or Zaditor, for example – you'll no longer need a prescription to purchase these products. They may give you the same relief – and the cost could be less than your previous prescription copay. Plus, you'll enjoy the convenience of eliminating that extra phone call or trip to the doctor.

Here's something to get you started saving money.

If you and your doctor decide a change is in order, we're sending you something to get you started. To help provide additional savings, we've enclosed \$3 coupons for your first purchase of these OTC alternatives²:

- ♦ **Alaway:** Hand this coupon to the cashier along with the package of the 60 day (10 ml) supply,
- ♦ **Zaditor:** Give this coupon to the cashier along with any size package,

We're keeping your doctors in the loop. They know what you know.

Doctors in our networks are being told about this change to your health plan. We're also letting them know about the information we're sharing with you in this letter. Contact your doctor and discuss whether one of the OTC options or the covered generic option, is right for you.

Still have questions? Want to know more?

Call the number on the back of your member ID card. Or go online to www.bausch.com/alaway or www.zaditor.com for fast, easy information on these specific OTC alternatives.

Sincerely,



Jeffrey J. Holmstrom, DO
Medical Director

Enclosures

1. "Topical treatments for seasonal allergic conjunctivitis:systematic review and meta-analysis of efficacy and effectiveness," Owen CG, Shah A., Henshaw K, et al. Br J Gen Pract. 2004; 54(503):451-6.
2. Please note the expiration dates of the manufacturers' coupons.

The drug names listed here are the registered and/or unregistered service marks of third-party pharmaceutical companies unrelated to and unaffiliated with Anthem Blue Cross and Blue Shield.

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