



Prescription Savings Department
1351 Wm Howard Taft Road
Cincinnati, OH 45206-1775

anthem.com

{First Name}{Last Name}
{Address 1}
{Address 2}
{Address 3}
{City}{State}{5-digit zip code}

Did you know you could save money on an acid indigestion medicine and still get the same relief?

{Date}

Dear University of Maine System Member:

Heartburn, acid reflux, peptic ulcers, gastrointestinal problems. They're no fun. But if you're like most people, you probably don't know that you may be able to treat these conditions *just as well* with medicines that are a better value than what you're using now.

First, here's the clinical news.

The latest research from The Agency for Healthcare Research and Quality¹, Consumer Reports Best Buy Drugs² and several nationally known studies³ found that all of the medications which treat these types of stomach problems (called PPIs, short for Proton Pump Inhibitors) are just as effective as one another. Here's what they all agreed:

- The brand-name drugs in this category are equally effective.
- A generic alternative is just as effective as the brand name drugs.
- The over-the-counter drugs in this category are just as effective as the drugs available only by prescription.

Why are we telling you all this?

Because, according to our records, you've filled prescriptions in the last 12 months for either Aciphex[®], Protonix[®], Prilosec[®] 40mg, Zegerid[®], pantoprazole, or omeprazole 40mg. Beginning January 1, 2009, these prescription drugs will no longer be covered by your University of Maine System (UMS) health plan. If you continue to use drugs that are not covered by your plan, you will have to pay the full price for those drugs.

Your plan will still cover the generic equivalents omeprazole 10 mg and omeprazole 20 mg at the tier 1 copay, along with brand-name PPI prescription alternatives Prevacid[®] and Nexium[®] at the tier 2 copay level. ***In addition, your UMS health plan will also provide coverage for Prilosec OTC at your tier 1 copay, with a physician's prescription.*** Please note that Prilosec OTC is typically packaged in 14, 28, 42 or 84 tablet packages only. We encourage you to speak with your doctor to discuss if trying Prilosec OTC or a generic alternative may be a good option for you.

And speaking of trying something different, we've enclosed a coupon for you to save money on a purchase of Prilosec OTC⁴. But first you should speak with your doctor. When using the Prilosec OTC coupon — just give it to the cashier along with a 14-count package and you'll only have to pay applicable sales tax.

Continued

We're keeping doctors in the loop so they'll 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 to see if an OTC medicine or prescription drug that is covered by your plan 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.purplepill.com or prilosecotc.com for fast, easy information on each specific alternative.

Sincerely,



Jeffrey J. Holmstrom, DO
Medical Director

Enclosures

- 1 US Department of Health and Human Services, Agency for Healthcare Research and Quality, Comparative Effectiveness of Management Strategies for Gastroesophageal Reflux Disease, Comparative Effectiveness Review, Number 1, December 2005.
- 2 Consumer Reports Best Buy Drugs: Drugs to Treat Heartburn, Ulcers, and Stomach Acid Reflux: The Proton Pump Inhibitors, January 2007.
- 3 Philip Miner M.D., Philip O. Katz M.D., Yusong Chen Ph.D., Mark Sostek M.D. , Gastric acid control with esomeprazole, lansoprazole, omeprazole, pantoprazole, and rabeprazole: a five-way crossover study, American Journal of Gastroenterology, Dec 2003 98:2616-204
- 4 Please note the manufacturers' savings offers expiration dates.

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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