

Integrated, personalized outreach helps ensure a seamless member experience

92%

member
satisfaction

*Additional steps may be required. Some manufacturers require members to sign up to take advantage of the copay assistance that they provide for their medications – in that case, members must call PrudentRx to participate in the copay assistance for that medication. PrudentRx will also contact the member if they are required to enroll in the copay assistance for any medication that they take.



57715A

Activation

New to therapy members:

warm transferred to PrudentRx or given contact information to confirm enrollment

Existing members: all eligible members' enrollment begins automatically.*

PrudentRx engages members via mail, telephone and digital channels

“The PrudentRx representative was very kind, professional and the enrollment process took all of about 3 minutes. She did all the work for me. That was a very welcome surprise.”

Continued engagement

PrudentRx monitors copay assistance

availability and assists members with renewal

Seamless member experience optimizes onboarding



Program awareness

Member receives welcome letter with toll-free number to call for enrollment

Member receives call from PrudentRx to confirm enrollment



Easy enrollment

PrudentRx Advocate facilitates enrollment and helps obtain non-need based manufacturer copay card assistance, where applicable



Integrated process

Specialty Pharmacy introduces program to new members during onboarding call and warm transfers to PrudentRx

Digital capabilities help ensure broad member outreach as applicable



Ongoing administration

PrudentRx Advocates available 8 AM–8 PM, Monday–Friday. Spanish speaking advocates and language line for questions

Continuous monitoring helps ensure appropriate claim processing and accurate billing



Continued support

Members receive proactive assistance from PrudentRx with copay card renewal