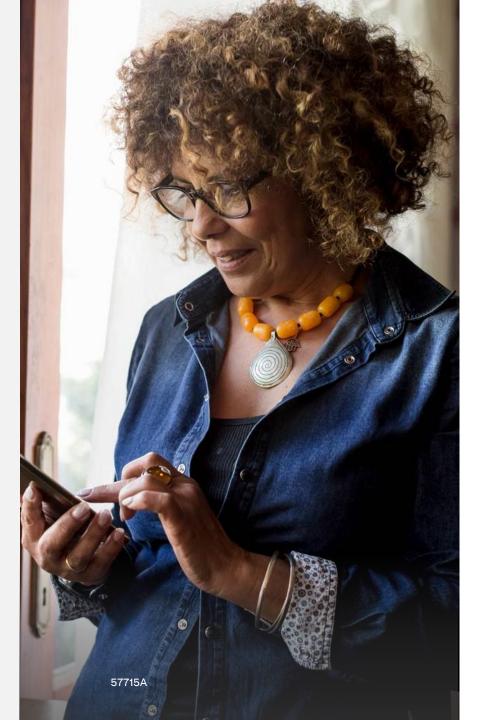
Integrated, personalized outreach helps ensure a seamless member experience

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.



Activation

New to therapy members:

warm transferred to PrudentRx or given contact information to confirm enrollment

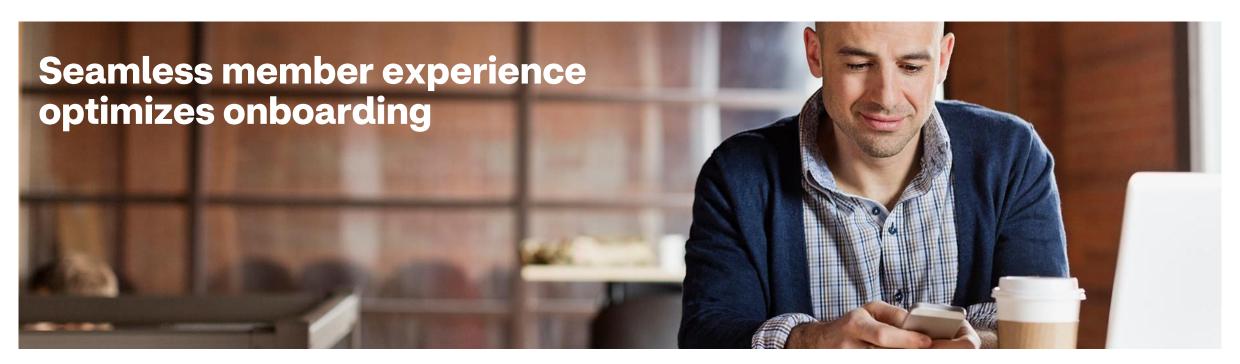
Existing members: all eligible members' enrollment begins automatically.* PrudentRx engages members via mail, telephone and digital channels

"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









Member receives welcome letter with tollfree 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

