



A Tale of Two Rx Barriers

Step Therapy

Your health plan makes you try this cheaper medicine for three months first.

Then they'll cover the drug you need.



Step Therapy

Before a patient can receive a newly prescribed Rx

Patient must try & fail an Rx preferred by the health plan

Cost savings to health plan

WHEN

WHAT

WHY

Non-Medical Switching

After patient becomes stable on an Rx

Health plan rules change, forcing patient off current Rx

Cost savings to health plan

Non-Medical Switching



Your health plan increased the out-of-pocket.

I depend on this medicine, but I can't afford that.

