

Brief Notes

News for
Brokers and Consultants

July 20, 2011 Vol. 20 No. 786

3 Penn Plaza East, Newark, NJ 07105-2200

Applies to: All fully insured members who have pharmacy benefits through Horizon BCBSNJ

Get more for your Health Care Dollars with the ExtraCare Health Card

Effective July 1, 2011, Horizon Blue Cross Blue Shield of New Jersey subscribers who have pharmacy benefits through Horizon BCBSNJ will receive a CVS ExtraCare[®] Health Card.

The ExtraCare Health Card is an exclusive program that provides a 20 percent savings on eligible CVS/pharmacy brand health-related items.

The card can be used at the more than 7,000 CVS/pharmacy locations nationwide. Present the card at the CVS/pharmacy register and automatically receive 20 percent off eligible items. Members may also use their card and receive the discount online at <www.CVS.com>.

Items eligible* for the 20 percent discount include:

- Allergy, cough and cold remedies.
- Eye care.
- First aid.
- Incontinence products.
- Nicotine replacement.
- Pain relievers.
- Stomach remedies.
- Vitamins.

The card is provided at no cost to Horizon BCBSNJ members or the employer group. The card mailing began at the end of June and concludes in mid-July. *Attached* for your reference is the letter that is being mailed to subscribers along with a flyer from CVS Caremark.

All new groups purchasing integrated medical and pharmacy benefits from Horizon BCBSNJ will automatically receive an ExtraCare Health Card mailing approximately six weeks after their effective date.

(Continues)

Horizon BCBSNJ offers affordable and integrated medical, dental and prescription drug plans. Contact your sales executive today to learn more.



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.



Services and products provided by Horizon Blue Cross Blue Shield of New Jersey or Horizon Healthcare of New Jersey, Inc., each of which is an independent licensee of the Blue Cross and Blue Shield Association.

Horizon Healthcare of New Jersey, Inc. is a subsidiary of Horizon Blue Cross Blue Shield of New Jersey.

® Registered marks of the Blue Cross and Blue Shield Association.

® and SM Registered and service marks of Horizon Blue Cross Blue Shield of New Jersey.

® Registered mark of the CVS Caremark Corporation.

© 2011 Horizon Blue Cross Blue Shield of New Jersey.

Three Penn Plaza East, Newark, New Jersey 07105

Our integrated benefit solutions better address group needs when compared to a multiple carrier approach. Selecting a combination of medical, pharmacy and dental benefits with Horizon BCBSNJ fosters improved care for your clients' employees and drives down cost.

For questions about the program, please call **1-888-543-5938**, Monday through Friday, between 8 a.m. and 6 p.m., Eastern Time. If you have additional questions, please contact your Horizon BCBSNJ sales executive.

* Non-health-related items and prescriptions are excluded from the program.

The CVS Caremark ExtraCare® Health Card

Discount-Eligible Items



The ExtraCare Health Card offers a 20 percent discount¹ on thousands of CVS/pharmacy Brand, health-related items. Use your ExtraCare Health Card at any CVS/pharmacy store nationwide, or create an account with your ExtraCare Health Card number to shop online at CVS.com. Eligible items are clearly marked on CVS.com. The following are examples of some of the categories and items eligible for the ExtraCare Health discount.²



Allergy Remedies

- Decongestant
- Allergy Relief
- Loratadine (compare to Claritin®)
- Cetirizine (compare to Zyrtec®)



Pain Relievers

- Acetaminophen
- Aspirin
- Children's Aspirin
- Migraine Relief
- Ibuprofen
- Naproxen



Baby Care

- Diaper Rash Ointment
- Digital Thermometer



Cough and Cold

- Cough Suppressant
- Cough Drops
- Anti-Bacterial Wipes
- Cold and Flu Relief
- Cold and Sinus Relief
- Children's Cold and Allergy Elixir
- Decongestant
- Digital Thermometer
- Nasal Spray
- Lozenges



First Aid

- Rubbing Alcohol
- Adhesive Strips
- Dressings
- Anti-Bacterial Ointment
- Hydrocortisone Cream
- Burn Relief
- Cotton Gauze
- Hand Sanitizer
- Hot and Cold Packs
- Peroxide
- Pain Relieving Patches

Discount-Eligible Items (cont.)



Home Diagnostics

- Alcohol Preps
- Glucose Test Strips
- Gauze Pads
- Needles
- Auto-Injectors
- Blood Pressure Cuff
- Glucose Meter
- Lancets
- Glucose Tablets
- Pedometer



Nicotine Replacements

- Nicotine Gum
- Nicotine Patches



Oral Hygiene

- Anti-Plaque Mouthwash
- Oral Anesthetic
- Dry Mouth Relief
- Cold Sore Treatment



Eye and Ear Care

- Contact Lens Solution
- Eye Drops
- Pink Eye Relief
- Ear Wax Remover
- Ear Plugs



Stomach Remedies

- Antacid
- Acid Reducer
- Fiber Supplements
- Laxatives
- Motion Sickness Relief
- Pink Bismuth



Vitamins and Supplements

- Multivitamin Supplement Tablets
- Vitamin C
- Calcium
- Vitamin D
- Ginko Biloba
- St. John's Wort

¹ The 20 percent discount is restricted to eligible items purchased for the health care of the cardholder, spouse or dependents.

² This list is not all inclusive and is subject to change.