

July 16, 2024



Prime Therapeutics and Magellan Rx Rebrand Update

In May, we shared our plans to rebrand our organization from Prime Therapeutics (Prime) and Magellan Rx Management (MRx), solely under the Prime Therapeutics brand. Our collective strengths and offerings have us poised to reshape the industry and our new brand will reflect our vision in becoming the nation's pharmacy solutions partner of choice, delivering intelligently designed experiences that simplify health care.

We're in this together

We understand while this is an exciting time for our organization, it's also a moment that requires thoughtful collaboration with our clients, to ensure a seamless and timely transition of our new brand across multiple platforms, including yours.

Using our rebrand toolkit

To better assist you in implementing our new brand assets on your materials, sites and portals, etc., we've attached the new Prime logo and color palette, along with guidance for you to begin this work.

Please note: No new logos or materials should be used externally until after our official brand unveiling on Sept. 16, 2024. If you need to update materials to reflect our new legal entity names, please reference the table below for a listing of new legal entity names and effective dates. Any materials that require a legal entity update should not be used until after the effective date of the new legal entity name change.

Business unit	Previous legal entity name	New legal entity name	Effective date of legal entity renaming
PBM	Magellan Rx Management LLC	Prime Therapeutics Management LLC	Sept. 16, 2024 Go live Oct. 1, 2024
Mail and Specialty Pharmacy	Magellan Rx Pharmacy LLC	Prime Therapeutics Pharmacy LLC	Sept. 16, 2024

As part of having early access to new branding assets, once you have updated your materials, etc., please plan to share them with your account team to address questions you may have, as well as assist in conducting a final review.

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Your thoughts matter

Thank you for your trust, support and partnership as we evolve and position ourselves to tackle some of health care's most challenging problems. We look forward to continuing this exciting journey together and serving you better each step of the way.

Please continue to share your thoughts and rebrand questions with your account team and/or email, brandinfo@primetherapeutics.com.

In the interim, please reference the following FAQs to learn more about our rebrand, high-level changes and next steps.

Frequently Asked Questions

Q: When is the change occurring and how will it impact clients?

A: These changes will occur gradually over the next several months, coalescing with our new brand launch later this year, beginning Sept. 16. As we prioritize sunsetting the Magellan Rx brand, we will outline impacts to clients and incorporate these into a phased implementation plan. You will hear from your account team representative as we identify and prioritize your assets, partnering together to develop an implementation approach that is effective and efficient.

Q: Will contracts need to be updated with the new legal entity name?

A: Newly issued contracts will be issued under the new entity names. Existing contracts will be updated to reflect the new entity name as they are amended or renewed.

Q: Will pharmacy ID cards need to be re-carded?

A: To minimize client and member impacts, we do not plan to issue new ID cards at this time. Following the launch of the new Prime brand and after the effective legal entity name change (Oct. 1), all ID cards issued from that point on will include the Prime name and new logo. At that time, we will also remind clients to cease issuing new cards with the Magellan Rx name or the old Prime logo.

Q: Will there be changes to the pharmacy network Bank Identification Number/Processor control number (BIN/PCN)?

A: No. The pharmacy network BIN/PCN will not change.

Q: Are the Federal Employer Identification Number (FEINs) or Tax Identifier Number (TINs) changing?

A: No. The FEIN/TIN (a form of taxpayer identification) for each company will remain the same.