

AN INTEGRATED APPROACH UNLOCKS BETTER, MORE AFFORDABLE CARE

Prime Therapeutics' (Prime's) integrated model puts the focus on our clients' needs, not ours. Our total alignment with Blue Plans gives you flexible pricing that no other pharmacy benefit manager can match. We're built to provide 100% transparency and 100% pass-through of savings — without conflict or compromise. We are committed to outcomes, not revenue.

CUSTOMIZED STRATEGIES TO MEET YOUR MARKET NEEDS

Our plan-specific underwriting team collaborates with you to establish goals and create a strategy that matches them. With our flexible financial model, Prime can handle the entire financial strategy management process including monthly performance monitoring, or you can choose to manage financial performance via your tools.

OUR MODEL OFFERS:

- HIGH-PERFORMING TEAMS
- WELL DEFINED, GO-TO-MARKET STRATEGIES
- DISCIPLINED LEAD-TO-CLOSE PROCESS
- METRICS-BASED MANAGEMENT
- A CUSTOMIZED CONSULTANT APPROACH

Our Blue + Prime alignment allows us to work closely with our clients to create effective go-to-market strategies. We're not affiliated with a competing health plan, so our approach is always unbiased, uncompromised and non-competitive.

800+ NEW ASO RFPs

Prime's underwriting team + Blue Plans

~ \$10 MILLION IN ANNUAL GROWTH AND RETENTION

through strategic pricing and P&L support turnaround time

STRATEGIC PRICING SUPPORT PROCESS

STRATEGY
SETUP

CONSULTATIVE
APPROACH

MONTHLY
PERFORMANCE
MONITORING

MONTHLY
PRICE
ADJUSTMENTS

REPORTING –
MONTHLY AND
ANNUALLY

110% IMPROVED ASO MARGIN

for one health plan by leveraging our improved cost of goods sold and targeted tiered pricing strategies

BEST-IN-CLASS

portal based financial reporting, giving Blue Plans real-time access to the margin performance for their self-insured segment