



Beyond Transparency: Unlocking True PBM Value



As clients seek alternative PBM models for greater savings and plan control, it's crucial to understand that not all solutions offer equal value. Transparency, while often promoted as the key to a PBM solution that provides ultimate visibility into plan economics, doesn't always lead to lowest net cost. Benefits Advisors must differentiate what will drive true value to best serve their clients' interests.

Where Transparency Falls Short

- 1 Transparency $\neq$ Lowest Net Cost**
Even with full pricing transparency, savings aren't guaranteed. Meaningful cost reductions and achieving lowest net cost requires addressing clinically-appropriate utilization and drug mix.
- 2 Costs Driven by Rebates**
PBMs focused on maximizing rebates instead of cost-effective medication use inflate costs, forcing employers to pay more upfront for a portion of the rebates returned months later.
- 3 Failure to Deliver Actionable Insights**
Data without advanced analytics and guidance fails to deliver strategies for measurable, sustainable cost control.
- 4 Limited Plan Control**
Rigid formularies and narrow networks restrict employers from tailoring plans to meet unique workforce needs and budgets.
- 5 Hidden Costs in Other Areas**
Even with a single stated fee, PBMs layer on additional programs or service costs that increase overall spend and limit pricing transparency.
- 6 Specialty Drug Management Challenges**
Without effective strategies, employers may be vulnerable to unchecked growth in specialty medication costs.

Illuminate Rx: Built to Control the Drivers of Pharmacy Spend

For employers seeking greater clarity and control over pharmacy spend, Illuminate Rx is a pass-through PBM that delivers:

Transparent Pricing

Flexible Solutions

Member-Focused Care

How Illuminate Rx is Different

- ✓ **Clinical-First Approach**
Low net cost formulary and pharmacist-led decision-making designed to help employers control pharmacy spend without relying on rebates.
- ✓ **Enhanced Visibility into Plan Economics**
Know where every dollar goes with a transparent view of NDC-level drug prices, rebates, and cost drivers.
- ✓ **Actionable Data Drives Impact**
Uncover where overspending is happening and understand cost vs. member impact tradeoffs to make more informed decisions for your clients.
- ✓ **Greater Flexibility in Plan Design**
Align the plan with each clients' unique needs with tailored plan designs, formulary options, and network configurations.
- ✓ **Simplified and Predictable Pricing Model**
Gain the benefit of a single, all-inclusive administrative fee with no added charges for services.

For Benefits Advisors dedicated to client success, it's essential to look beyond surface-level transparency. See how Illuminate Rx provides unprecedented clarity, plan flexibility and member-focused care to deliver true value and achieve lowest net cost.