



# MEMBER NEWS

Thursday, February 2, 2012



[www.pharmacyvalue.ca](http://www.pharmacyvalue.ca)

## Pharmacy Value Finder

Medavie Blue Cross developed this unique website – the first of its kind in Canada – as a tool for our cardholders to compare drug costs and pharmacy services to determine the best overall value to meet their unique needs.

Today's consumers want access to information that allows them to make informed decisions when purchasing products and services – the choice of a pharmacy shouldn't be any different.

The site is now available for our Atlantic Canadian cardholders by visiting [www.pharmacyvalue.ca](http://www.pharmacyvalue.ca)

### Discover how Pharmacy Value Finder can help you:

- ▶ Find pharmacies nearest to you
- ▶ Discover the lowest price for your common prescription medication (tablets and capsules)
- ▶ Compare prices for up to three pharmacies
- ▶ Find the pharmacy service offerings that matter to you, such as:

- Expired medication disposal and needle disposal
- Home delivery and telephone refills
- Blood pressure monitoring machines
- Private room consultation with pharmacist

- Medication review
- Blood glucose monitoring
- Pharmacist available for patient emergencies when pharmacy is closed
- In-store clinics providing information and assessment services

- Blood cholesterol monitoring
- Home visits
- Onsite medical clinic

### Why is the Pharmacy Value Finder an important tool?

As you probably know, prescription drug prices are continuing to increase. At Medavie Blue Cross, we are committed to assisting our plan sponsors and members by ensuring they have the necessary information to make informed choices. Our Pharmacy Value Finder does just that; it gives you the necessary information to not only look at drug costs but also each pharmacy's value-added services when determining what pharmacy provides the **overall best value** for you.



## What do we mean by best overall value?

Value means different things to different people. Depending on what's important to you, you may use the site differently.

### 1 Wondering about specific services that are important to you or your family?

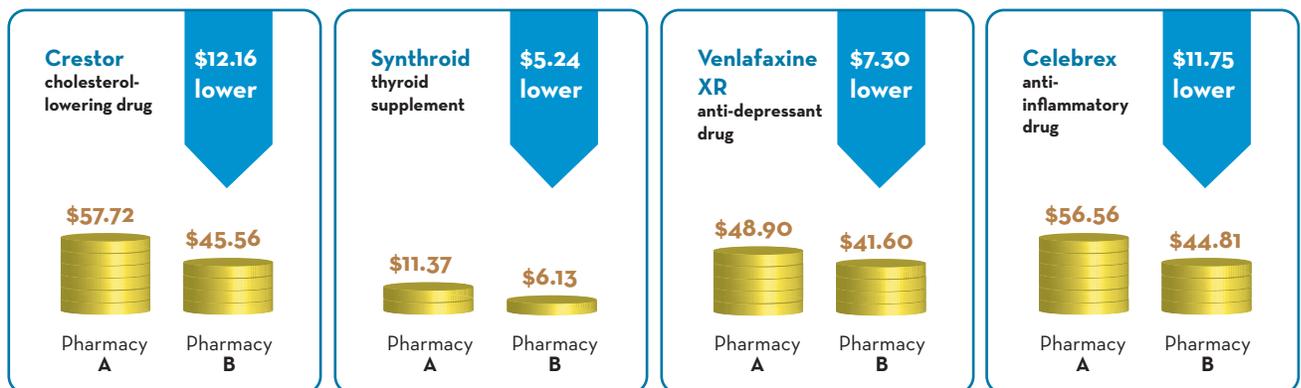
You may prefer to consult with a pharmacist in a private room and see that three of the nine pharmacies in your search area offer this service. Or you may notice that five of nine nearby pharmacies offer monthly blood pressure clinics. But there may only be one pharmacy that offers both of these services.

### 2 Want to compare drug prices?

If you want to save money, you may look for the pharmacy with the lowest price for your specific prescription drug, keeping in mind that price is just one factor to consider when choosing your pharmacy.

#### ▶ Did you know that prescription drug prices vary from pharmacy to pharmacy?

Here are a few examples of prices\* of commonly prescribed drugs that we checked in the Pharmacy Value Finder on January 31, 2012. We used a 10 km radius from 644 Main Street, Moncton, NB and chose the following four drugs for comparison.



Pharmacy "A" represents the highest price in selected search.  
Pharmacy "B" represents the lowest price in selected search.

*\* Drug prices displayed are calculated as an average price, based on amounts paid by Medavie Blue Cross to pharmacies; the displayed amounts are not exact drug prices and do not represent the retail price by pharmacies charged to cash customers. Drugs listed are for capsules and tablets only, are based on a 90-day claims history and based on 30 units of the drug listed.*

## It's all about value

Your choice of pharmacy may be based on cost savings for filling a prescription, the availability of specific services or a combination of both. With Pharmacy Value Finder, you'll have the information to decide.

If you're looking for more value, visit [www.pharmacyvalue.ca](http://www.pharmacyvalue.ca) today!