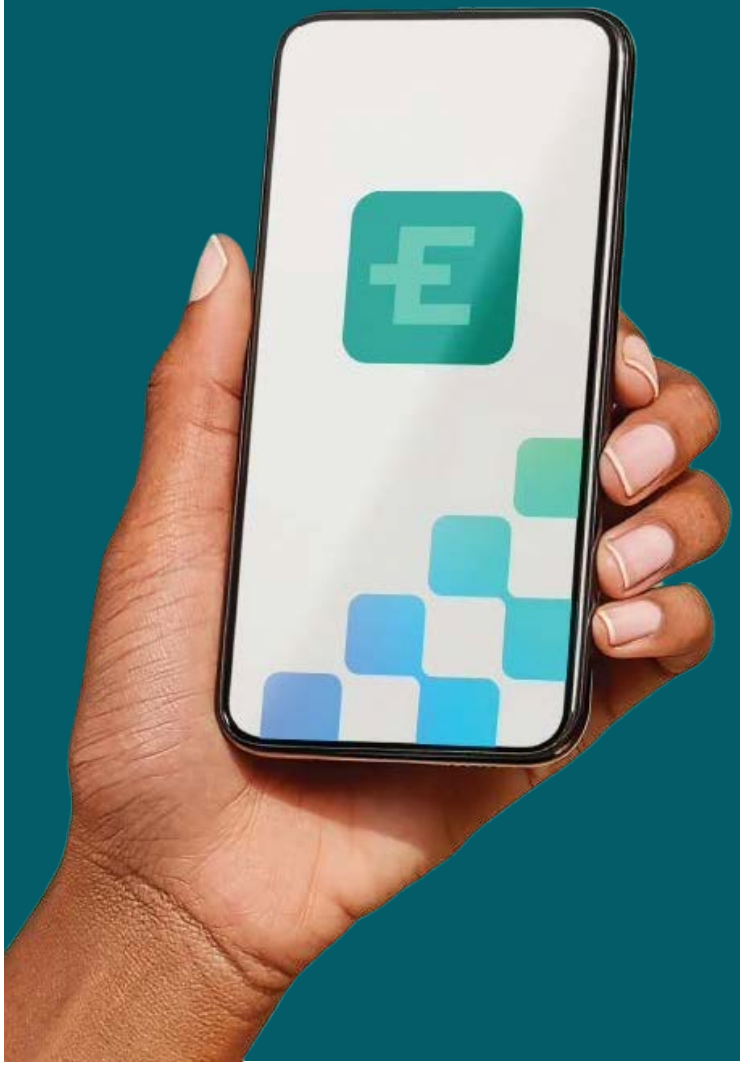


EXPRESS SCRIPTS PHARMACY BENEFITS SERVICES

Digital Adoption Toolkit: What's Inside

This toolkit provides ready-to-use materials to help promote the digital tools and resources available through Express Scripts® , making it easier for members to manage their pharmacy benefits, find savings opportunities, and access their accounts.

Within this toolkit, you'll find resources to help members:

- Access their pharmacy benefit information anytime
- Conveniently sign in to their Express Scripts account through **Single Sign-On (SSO)***
- Explore personalized savings opportunities through **Savings Advisor**
- Stay informed about their coverage and pharmacy benefit updates
- Make the most of the digital tools designed to simplify their pharmacy benefit experience

Resources are available in multiple formats and can be incorporated into your existing communication channels to help drive awareness and engagement.

**For eligible plans*

Equip your members with the tools they need to manage their pharmacy benefits with confidence **- from convenient account access and digital ID cards to personalized savings opportunities and more!**

EVERNORTH®
HEALTH SERVICES



With 68% of members and beneficiaries open to using digital resources,[1] creating an online account at express-scripts.com lets your members access their pharmacy benefits anywhere, anytime.

While human connection through traditional call centers is still valued, an online account provides 24/7 service along with personalization, resulting in nearly three out of four payers reporting a decrease in membership turnover when digital platforms are offered.

This increased engagement also supports better medication adherence. An online account lets us contact members directly, with text messaging alone nearly doubling adherence.[2]

The Centers for Disease Control and Prevention (CDC) has shown that 20% to 30% of prescriptions are never filled and only 50% of patients with a chronic condition take their medications as prescribed. Poor medication adherence results in $100 billion to $300 billion in annual health care costs in the United States.

This toolkit contains resources to promote simpler, more convenient access, resulting in better member and beneficiary adherence and greater savings for you. Once an online account is created, we can encourage members and beneficiaries to make better pharmacy and medication choices.

Help us better reach your members and beneficiaries!

Contact your account rep for more ideas.

An online account helps members and beneficiaries get the right prescription and right days' supply at the right pharmacy for them.

Resources are also available for plans providing access to express-scripts.com through single sign on (SSO).

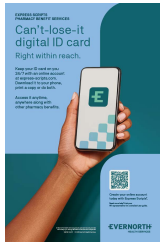
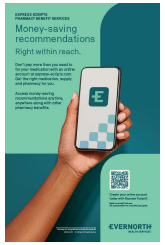
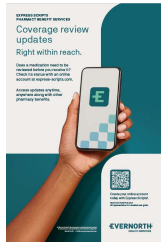
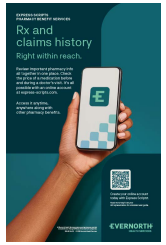
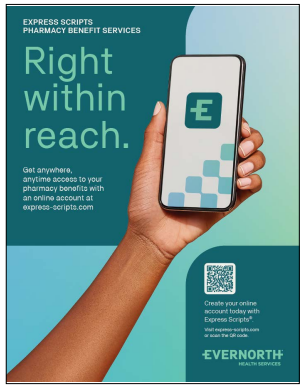
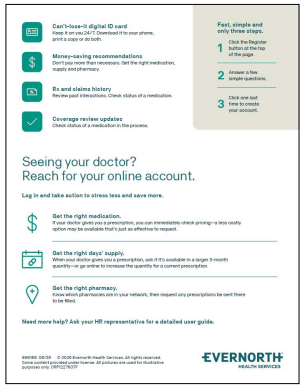
1. https://www.mckinsey.com/industries/healthcare/our-insights/promoting-an-overdue-digital-transformation-in-healthcare
2. Mobile Telephone Text Messaging for Medication Adherence in Chronic Disease: A Meta-analysis | Medical Devices and Equipment | JAMA Internal Medicine | JAMA Network

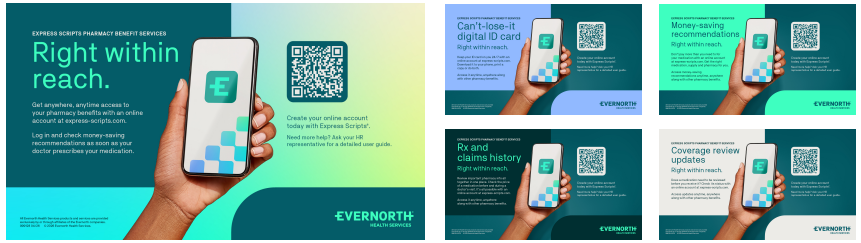
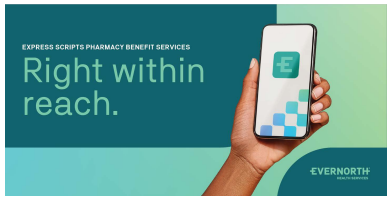
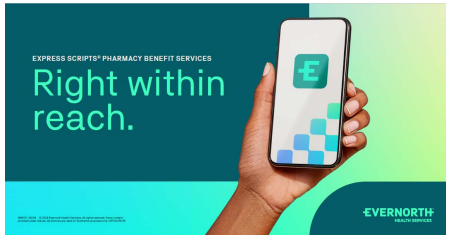
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Helpful resources

Noted below are the resources contained within this kit, designed to promote creation of an online account leading to better medication adherence.

Download kit (English) **Download kit (Spanish)**

Helpful Resource	How to use it	Details
Poster     	*Post in high-traffic common areas around workspace.*	5 PDF for five different versions of messaging Dimensions: 11” x 17”
One-pager  	*Leave on members’ desks as a handout or post to an intranet site.*	1 PDF (Two sided) Dimensions: 8.5” x 11”

Helpful Resource	How to use it	Details
Digital Screen 	*Display on digital monitors throughout workspace.*	5 JPEG for five different versions of messaging Dimensions: 1920 x 1080
Buckslip  	*Print and include with paystubs or use as a leave-behind in the office.*	1 PDF Dimensions: 8.5” x 4.25”
LinkedIn Post 	*Text-only messaging and accompanying image promoting the benefits of an Express Scripts online profile, both customized for use on LinkedIn.*	1 Word document 1 JPEG Dimensions: 1200 x 627

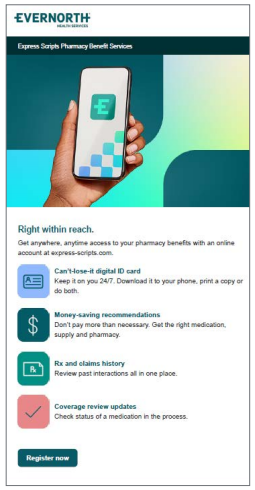
Post Text

Get anywhere, anytime access with an online account at express-scripts.com. Connect to your digital ID card, money-saving pharmacies and medications, Rx and claims history, coverage review updates and more. Create yours today.

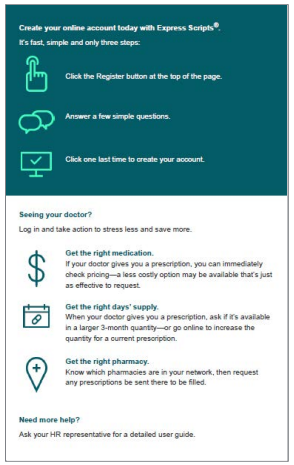
URL for “Learn More” Button
http://www.express-scripts.com

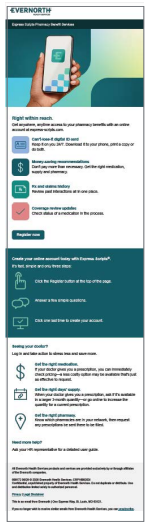
Helpful Resource

Email



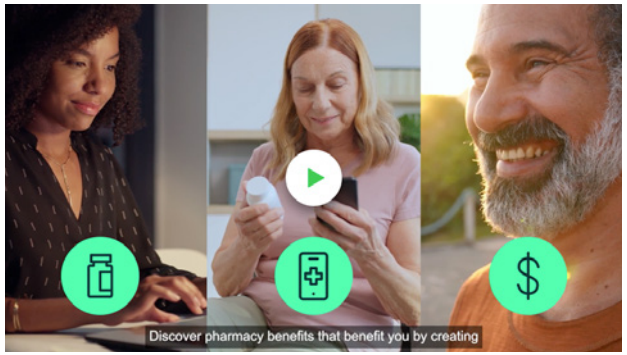
Detail





Full

Video



How to use it

Send information about creating an online account directly to members' inboxes.

Note: Download to Internet Explorer for best experience.

Sample subject line:
Fast, easy access to your pharmacy benefits

Copy and paste URL to send to members and beneficiaries or post for easy access. Video provides a quick and compelling overview of Express Scripts benefits.

Details

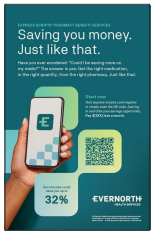
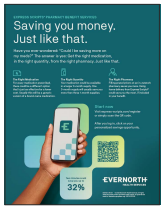
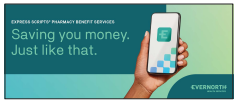
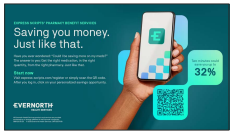
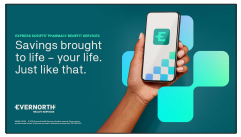
1 OFT email

URL:
https://players.brightcove.net/1870967467/Zyb9qmnrF_default/index.html?videoId=6350284356112

Helpful Resource	How to use it	Details
Web Text/Intranet Text Newsletter Copy/Social Media Copy	*Text-only messaging promoting the benefits of an Express Scripts online profile.* *This text can be dropped into all digital channels, including newsletters, emails and intranet platforms.*	1 Word document
White Paper	*Provide for members and beneficiaries as a brief benefits overview.*	2 Word documents
Website User Guide	*Provide to members and beneficiaries upon request for more in-depth info on accessing their benefits through the website. Use in place of a demo.*	1 Word document
Mobile App User Guide	*Provide to members and beneficiaries upon request for more in-depth info on accessing their benefits through the app. Use in place of a demo.*	1 Word document
Beneficiary Specific Resources	*Provide to beneficiaries to help understand available benefits and online account features like Medicare Prescription Payment Plan (M3P), Explanation of Benefits (EOB), and more.*	Various resources

Helpful resources

Here is a list of all available resources, designed to promote the benefits of the Savings Advisor solution and other money-saving tools, offering simple and convenient access online.

HELPFUL RESOURCE	HOW TO USE IT	DETAILS	
Poster	Post in high-traffic areas around your workspace.	1 PDF **Dimensions:** 11" x 17"	
One-pager	Leave on members' desks as a handout or post to an intranet site.	1 PDF **Dimensions:** 8.5" x 11"	
Buckslip	Print and include with paystubs or use as a leave-behind in the office.	1 PDF **Dimensions:** 8.5" x 4.25"	
Digital Screen/Signage	Display on digital monitors throughout your workspace.	1 JPG **Dimensions:** 1920 x 1080	
LinkedIn Post	Text-only messaging and accompanying image, both customized for use on LinkedIn.	1 Word document 1 JPEG **Dimensions:** 1200 x 627	

HELPFUL RESOURCE	HOW TO USE IT	DETAILS
Email	Send information directly to members' and beneficiaries' inboxes. Note: Download to Internet Explorer for best experience. Subject line: How do medication savings sound?	1 OFT email 
Video	Copy and paste URL to send to members and beneficiaries or post for easy access. Video provides a quick and compelling overview of solution benefits.	Video link: https://bcove.video/4h2QJDd 