

Prescription Optimization Program

What is the Prescription Optimization Program (POP)?

Ensign has partnered with CerpasRx to assist members with obtaining their critical, high-cost medication that they may normally have trouble affording. The program offers members the following services: Patient Assistance Programs, Copay cards from manufacturers or international filling options.

What can Ensign members expect?

CerpasRx will be mailing letters to each household introducing them to the Prescription Optimization Program (POP). **Beginning January 1, 2022 all medications over \$1,000 will require a prior authorization from CerpasRx.**

For members who think their medication(s) may qualify for the POP program, we encourage you to call the CerpasRx POP team now at (844) 622-5324.

CerpasRx will also be mailing a personalized letter to identified members that have been prescribed and previously filled a high-cost, POP eligible medication. This letter will introduce members to the Prescription Optimization Program and its services.

After the mailings, the dedicated CerpasRx POP Patient Advocates will be reaching out to these identified members acting as their personal patient advocate to guide them through obtaining the prior authorization. Once approved, the POP Patient Advocates will assist members through one of the following cost-effective programs:

Patient Assistance Program

Prescription assistance that is offered by pharmaceutical companies to provide free or discounted medications to people who cannot afford them.

Coupons and Copay Cards

These are provided by the pharmaceutical companies to help members afford expensive medications by reducing the out-of-pocket costs.

International Filling Options

We direct members to a trusted organization that can supply the medication from an international pharmacy at a significantly discounted rate to the plan and FREE to the member.

Your privacy is very important to us and the POP Patient Advocates will protect your personal health information throughout the process. Your personal patient advocate will provide the critical link between you, your doctor, the pharmacies, and the manufacturers.

We want to do our best to ensure you understand the benefits of the Prescription Optimization Program (POP) and the opportunities available to receive the highest level of benefit coverage for your medication. If you have any questions regarding this program, please call CerpasRx at (844) 622-5324 or email us at PAPOPfax@FPBRx.com.