

## Product Update

August 24, 2006

Anthem<sup>®</sup> Prescription

  
**WELLPOINT**  
PHARMACY MANAGEMENT<sup>®</sup>

### New Generic Now Available: Zoloft

#### Overview

Zoloft (sertraline) is used to treat depression, social anxiety disorder, posttraumatic stress disorder (PTSD), panic disorder, obsessive-compulsive disorder (OCD), and premenstrual dysphoric disorder (PMDD) in adults over age 18. It is also approved for OCD in children and adolescents age 6-17 years. Generic sertraline became available for purchase in the United States on July 7, 2006.

Brand Name (generic name)	Date Brand Moves to Tier 3
Zoloft (sertraline)	October 24, 2006*

The Anthem Rx and PrecisionRx mail service pharmacies are dispensing generic sertraline. Customers will be charged their applicable generic co-payment.

Retail customers now have the opportunity to lower their co-payment by choosing to receive generic sertraline from their local pharmacy. Claims for generic sertraline now process with a Tier 1 co-payment. The brand name Zoloft will move to Tier 3 on most client formularies on October 24 and, subject to applicable state notice requirements, be subject to the applicable Tier 3 co-payment.

#### Customer Communications

Legacy Anthem health plan customers who have had a prescription for Zoloft filled within the past four months (12 months in NH) will be mailed a letter on August 25 informing them of the availability of the generic alternative, as well as the possibility that using generics may help them save through lower co-payments. Customers with mandatory generic benefits will automatically be switched to the generic.

\*Subject to applicable state notice requirements, customers who wish to continue using the brand-name product after the listed effective date will be made aware they may be responsible for the higher co-payment.

#### Talking Points

- More than 550 generic drugs are on the WellPoint drug list/formulary, increasing opportunities to utilize the lowest copay tier.
- Covering the generic version provides customers with more choices.
- A manufacturer's brand-name version of a drug can cost more than four times the generic version in some cases. Automatically adding generics normally maximizes the savings available to the customer.
- Generic drugs are as effective as brand-name drugs. The FDA requires that all generic drugs be as safe and effective as their brand-name counterparts. Although generics can differ in shape, size and color, the generic drug must be absorbed and perform in the body exactly like the brand drug.

This change will apply to internal health plans, Medicaid and some external lines of business.

*If you have questions on this update, please contact your Anthem Prescription or WellPoint Pharmacy representative.*