



Date

Member Name  
Address 1 Address 2  
City, State Zip

Dear Valued Blue Cross and Blue Shield of North Carolina Member,

Effective October 1, 2013, Blue Cross and Blue Shield of North Carolina (BCBSNC) is expanding its utilization management requirements to include restricted access (step-therapy) for nonpreferred glucose test strips received under the pharmacy benefit. Preferred glucose test strip brands are listed below. Our records indicate you have utilized a nonpreferred brand in the past six months. Please note this will not impact members who receive their glucose test strips through a durable medical equipment provider (DME).

**Restricted access:** For the nonpreferred prescription supplies, BCBSNC requires your provider to certify in writing (1) that you meet our medical necessary criteria for the nonpreferred prescribed supplies or (2) that you have previously used the preferred prescription supplies, and it is your provider’s opinion that the preferred supplies were ineffective in treating the same condition or was detrimental to your health, and your provider feels it would continue to be ineffective or detrimental in the future.

Effective Date	Supply	Preferred Brands	New or All Users
October 1, 2013	Glucose test strip	Bayer (CONTOUR® <sup>1</sup> NEXT, CONTOUR® <sup>1</sup> , BREEZE® <sup>1,2</sup> ) or LifeScan (OneTouch® <sup>1</sup> products)	All

In order to assist BCBSNC members, Bayer and LifeScan will provide free meters that utilize the preferred brand test strips. You can get a free meter by:

- Calling Bayer or LifeScan at one of the following toll-free numbers:
  - Bayer Meters – 1-888-878-8377
  - LifeScan Meters – 1-800-248-3394, meter order code 691BCBS01
- Going online to order a free meter at the following sites:
  - Bayer – <https://BCBSNC.BayerMeterOrder.com>
  - LifeScan – [www.onetouch.orderpoints.com](http://www.onetouch.orderpoints.com)

We are providing this information to you in advance in order to give you ample time to make a decision on how you want to respond to this new utilization management program. You have three options:

- 1) Start using a meter that uses the preferred brand test strips (follow the directions above in order to receive a free meter which utilizes the preferred test strips). Make sure your provider writes your prescription to include the name of the preferred test strip on the prescription.
- 2) See if you meet the requirements to continue to use your nonpreferred test strips by reviewing the Glucose Test Strip criteria found at [bcbsnc.com/umdrug](http://bcbsnc.com/umdrug). If you do, ask

your provider to fill out a fax form on your behalf to have you authorized to continue receiving your nonpreferred test strip.

3) Receive your test strips through your DME benefit rather than through your pharmacy benefit. This means you would not purchase your glucose test strips at a pharmacy, but through a DME provider. A list of contracted DME providers is available through the “Find a Doctor” tool at [bcbsnc.com](http://bcbsnc.com) by choosing “Other Facilities & Health Services” as the search criteria.

In addition, many members have access to BCBSNC’s Healthy Outcomes Condition Care diabetes program and the opportunity to have deductibles waived on most diabetic testing supplies purchased through a contracted DME provider. Please contact the customer service number on your BCBSNC ID card if you would like to learn more about this program.

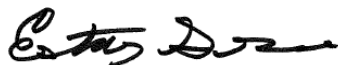
We encourage you to speak with your provider prior to October 1, 2013, about how these new requirements may impact your treatment. Claims submitted for test strips on or after October 1 will require your provider to certify that you’ve met our clinical criteria. Services that are not medically necessary will not be covered. If you should change BCBSNC policies in the future, your provider will need to certify that you have met our clinical criteria under that new policy.

If you should disagree with a claim denial or any decision, policy or action related to the availability, delivery or quality of health care services, you have the right to request a review of the decision. This process is outlined in your BCBSNC *Member Guide* in the section, “What If You Disagree With Our Decision?”

If you have questions about these new requirements, please contact us at the toll-free number listed on the back of your BCBSNC ID card. Customer service professionals are available to assist you Monday through Friday from 8 a.m. to 9 p.m., Eastern Standard Time (EST).

Thank you for choosing Blue Cross and Blue Shield of North Carolina for your health plan needs.

Sincerely,



Estay Greene, PharmD  
Director, Pharmacy Programs  
Blue Cross and Blue Shield of North Carolina