Possible Division of Labor for Reference Pricing Tasks[1]

Task	OptumRx	Vendor	CalPERS
Marketing to Members:			
Develop marketing materials designed to educate members relative to plan design	X	X	X
Open Enrollment materials	X		X
Program overview and FAQ	X	X	X
Mailings (30/60 day notifications)	X		X
Custom web/mobile tool updates	X		X
Custom formulary PDF	X		X
Evidence of Coverage (EOC) updates, if needed	X		X
Marketing to Pharmacies:			
Develop marketing materials designed to educate pharmacies relative to plan design	X	X	
OptumRx pharmacy help desk support/training	X		X
Retail pharmacy detailing/training	X	X	
Mail pharmacy detailing/training	X		
Fax blast notifications to network pharmacies	X		
Creating Point of Sale (POS) messaging	X	X	
Marketing to Physicians:			
Develop marketing materials designed to educate physicians relative to plan design	X	X	
Physician detailing and education concerning pilot program	X	X	X
Formulary update notifications fax blast/lettering	X	X	X
Development of overview flyer with target and Lowest Cost Alternative (LCA) drug list	X	X	X

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[1] Tasks/responsibilities will remain fluid as responsibilities may shift as pilot program evolves.

Task	OptumRx	Vendor	CalPERS
Member Service Support:			
Live outbound member disruption calls	X		
Call center readiness and training	X		X
Create call center training materials, talking points, FAQ documents, etc. (used for both OptumRx and CalPERS call centers)	X	X	
Clinical & Financial Analysis Support:			
Establish therapeutic drug classes – consideration for each therapeutic class: efficacy, safety, quality, therapeutic equivalents – notating drug price	X		
Industry relations rebate impact analysis review for program expansion	X		X
Develop draft candidate drug classes for inclusion in program	X	X	X
Evaluate candidate drug classes' financial impact	X		X
Create drug list for program expansion	X	X	X
Ongoing pricing and drug strategy maintenance	X	X	
Prior authorization exceptions/appeals operations	X		
Program outcomes reporting and analytics	X		
Creating program coding drug list (NDC/GPI)	X		
Pharmacy and Therapeutics Committee essential drug class review	X		
Pharmacy/provider detailing outcome analytics and reporting	X	X	
Program outcome analytics & reporting (including conversion to lower cost alternatives and member and client savings)	X		
Claim System Setup:			
Program PBM claims process system according to the selected threshold for each therapeutic class allowing for appropriate costs to be aligned	X		X
Clinical coding and testing within the PBM adjudication system to ensure each therapeutic drug class will process claims according to plan design	X		
Coding of POS messaging	X		
Develop policies and procedures relative to processing claims appropriately (i.e., prior authorizations, exception requests, and member inquiries)	X		X
Ongoing coding updates related to pricing and drug strategy maintenance	X		
RxBuilder formulary configuration	X		

Task	OptumRx	Vendor	CalPERS
Program Evaluation:			
Evaluation design		X	X
Evaluation implementation (including member satisfaction survey)	X	X	X
Project Management:			
Develop and implement ongoing program management capabilities (i.e., evaluation of new therapeutic classes for improving plan savings)	X	X	X
Quality Assurance efforts including review of subcontractor's documentation including all methodologies, program design, and tracking metrics (subcontractor agrees to be available for walk-throughs and any scheduled audits as requested)	X	X	X