

# Special Bulletin

For professional and facility providers

July 9, 2024

## Highmark Expands Free Market Health to Our Pharmacy Market in New York

Beginning **August 2024**, Highmark will welcome Free Market Health (FMH) into our pharmacy market in our New York regions:

- Highmark Blue Cross Blue Shield (WNY)
- Highmark Blue Shield (NENY)

Free Market Health's care driven marketplace seamlessly connects members to a curated selection of high-quality specialty pharmacies. FMH's technology platform enables us to make sure our members receive the most clinically appropriate care at the most competitive pricing.

The FMH program has two components:

- FMH Marketplace
- Value-Based Reimbursement

For a list of drugs included in the FMH program, click [here](#).

### The FMH Marketplace

The FMH Marketplace allows for dynamic pricing on specialty medications. Eligible referrals are routed through the marketplace where Highmark business rules address clinical, regulatory, or financial impacts at the member level.

Any specialty pharmacy contracted with FMH may be matched with a member's authorization – considering care needs, benefit design, price, and drug. This may result in pharmacies outside of those you typically use reaching out to you for prescriptions.

### Value-Based Reimbursement

To align the member and their drug to the right pharmacy at the right cost, pharmacies will earn additional value-based reimbursement on eligible drugs as part of the FMH process. Highmark's customized experience metrics increase monitoring and member support, which is then integrated directly into the FMH platform.

Members are matched to specialty pharmacies incentivized to meet their unique needs. More focused care management improves patient experience and therapy adherence.

### **Additional Information**

For additional information, visit the Provider Resource Center. The section on Free Market Health can be found by going to **PHARMACY PROGRAM/FORMULARIES** in the left-hand menu, then **Pharmacy Information** and click on **Free Market Health**.

The following entities, which serve the noted regions, are independent licensees of the Blue Cross Blue Shield Association: Western NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Cross Blue Shield. Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Shield.

All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.

