

Capital BlueCross Launches My Rx Guide

First-of-its-kind program in Central Pennsylvania will add pharmacists to an individual's medical care team

HARRISBURG, Pa., March 28, 2019 /PRNewswire/ -- Capital BlueCross today is announcing *My Rx Guide*, a first-of-its-kind arrangement in Central Pennsylvania in which a pharmacist will be embedded into a patient's medical care team in an outpatient setting. Pharmacists will actively collaborate and provide one-on-one medication consultation and support to physicians and patients.

"When pharmacists are able to be a part of a medical care team, they are given an opportunity to identify gaps in care, improve patient health and clinical outcomes, and help to improve the overall member experience," said Gary D. St. Hilaire, President and CEO for [Capital BlueCross](#). "Managing pharmacy benefits in real time as the individual receives medical care is a natural next step for an improved healthcare experience for our members."

Collaborating with five local health systems, the *My Rx Guide* creates a more personalized approach to complex medication management. Participating pharmacists will collaborate with physicians on comprehensive and targeted reviews of patients who are high-risk and/or need chronic care management, have co-morbidities, or have medical conditions with strict prescription regimens. The participating health systems include Penn Medicine Lancaster General Health, Penn State Health Milton S. Hershey Medical Center, St. Luke's University Health Network, UPMC Pinnacle and WellSpan Health.

Through a multidisciplinary care relationship, clinicians and pharmacists will be able to give patients direct and timely access to medication therapy management consultation. Pharmacists will be able to look at a patient's record and, if possible, consult with a physician and intervene by suggesting an alternative medication, discontinuing a prescription or suggesting a different dosage or frequency of use.

The program seeks to reduce physician workload and drive down the cost of medications.

"The pharmacist of today is an integral member of the care team. We are excited to offer this innovative solution to our members and health system partners in care," St. Hilaire added.

About Capital BlueCross

Capital BlueCross, headquartered in Harrisburg, Pa., is the leading health solutions and insurance company in Central Pennsylvania and the Lehigh Valley. A partner in the community's health for more than 80 years, Capital BlueCross offers health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our customers.

More than a health insurer, the company delivers innovative solutions through a family of diversified businesses that is creating a healthier future and lowering health care costs. Among these solutions are patient-focused care models, leading-edge data analytics and digital health technologies. Additionally, Capital BlueCross is growing a network of Capital Blue health and wellness centers that provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association. For more information, visit capbluecross.com.

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