

EXEMPLAR
THE HEALTHCARE PARTNERSHIP ORGANIZATION

More Lives. Better Reimbursements.

EXEMPLAR HEALTHCARE PARTNERSHIP ORGANIZATION NEWS

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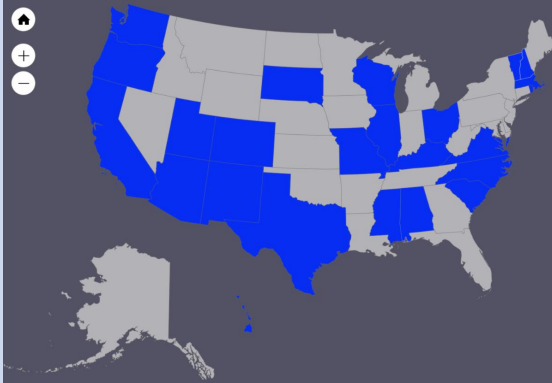
EXEMPLAR
INSURANCE ASSOCIATES

Exemplar Insurance Announces New Small Group Health Plan

After more than a year of strategic planning and development, Exemplar Insurance will be launching a brand new small group health plan January 1st. Keeping in the spirit of the Exemplar network's primary demands of wanting **more lives** and **better reimbursements**, Exemplar Insurance's new product launch is poised to do just that. By being a vertically integrated product and Exemplar Insurance controlling the majority of the margins in the health insurance product design, rates can be as much as 45% less expensive than other major carriers. This will allow our broker distribution to win **more lives** in the commercial space around all the Exemplar member network locations.

Also, through our PBM, ProRx Solutions, network members stand to earn more money from the prescription side of the medical plan. ***Did you know besides payroll, covering health insurance premiums is usually the second largest expense a***

small business owner has? Now we have a potential solution to save business owners in your community significant dollars. In return, you have the opportunity to reach the ultimate desired out come in your pharmacy, **More Lives And Better Reimbursements**. If you know of any small business owners in your local community, or would like a quote for your own business, we can help. For more information or to request a quote, please call 855-826-3422.



Here We Grow Again!

Exemplar Health Benefits Administrator recently expanded its TPA state licensure to new markets including the states of AZ, CA, MA, and NM. States marked in blue are states we are currently licensed in. More coming soon!

To learn more about [EHBA click here](#), or follow us on [LinkedIn](#) to stay up to speed on our news and events.

Big Things on the Horizon

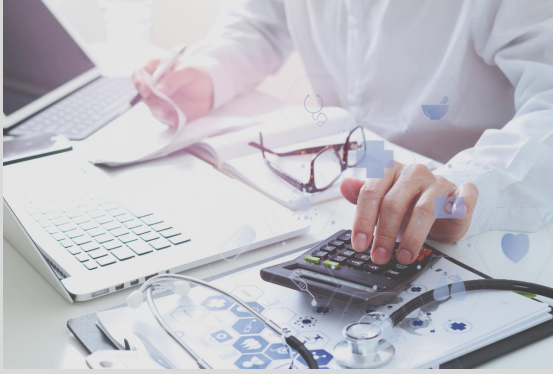
Exemplar submits Notice of Intent to Apply with CMS for a Part D product for 2021

Independent pharmacies all over the country face a similar problem. With Medicare patients making up roughly 40% of their clientele, daily, we are seeing patients moved to bigger competitors like CVS and Walgreens. Those that stay are forced to pay non-preferred rates and the reimbursement rates for these are very low. Add high DIR fees, and your margin dwindles quickly. Problem for Independent Pharmacies.

Enter the Exemplar solution! We are launching a PDP that incentivizes patient to go to Exemplar Network Independent Pharmacies.

Exemplar reimburses Exemplar Network Independent Pharmacies at a higher Tier Level than Non Network Pharmacies, all with no DIR fees. 2021 will see the launch in Texas with other states to follow. Contact your Account Manager to find out more!

A screenshot of a web form titled "2021 Notice of Intent to Apply Initial" for a new CY 2021 Medicare Part C and/or D contract with CMS. The form includes several sections: "Applicant Organization's Legal Entity Information (A-E)", "Applicant Organization's Legal Entity Information (Med - M)", "Applicant Organization's Legal Entity Name", "Applicant Organization's Address", "Select a Parent Organization", and "Parent Organization Name". The form is partially filled out with the following information: "Applicant Organization's Legal Entity Information (A-E)" is "OTHER - Select from second drop-down or enter in this"; "Applicant Organization's Legal Entity Information (Med - M)" is "OTHER - Select from first drop-down or enter in third"; "Applicant Organization's Legal Entity Name" is "Exemplar Health Benefits Administrator (EHA-Residential Life Insure)"; "Applicant Organization's Address" is "1107 West Market Center Drive"; "City" is "High Point"; "State - Province / Region" is "NC"; "Country" is "United States"; "Parent Organization Name" is "Exemplar Health". A yellow box at the bottom of the form contains the text: "The legal entity identified above has 2020 contracts with CMS as follows (check all that apply):" followed by three radio button options: "MA - PD HMO (MCPDS)", "MA - PD Local PPO (LPPD)", and "MA - PD Regional PPO (RPPD)".



Anchor Demonstrations

Contact your Account Manager today to schedule an Anchor demonstration to show you the benefits of Anchor Dashboard, a free tool from Exemplar to help bring more lives and better reimbursements to your pharmacy.

Exemplar - Taking the Show on the Road

Exemplar attended the 2019 NCPA Conference in San Diego. We enjoyed meeting current and potential network members. Exemplar met with several vendors that expressed interest in joining the Exemplar Partnership as we continue to grow the robust network of independent pharmacies and primary care physicians.

The main display at the Exemplar booth was our proprietary, HIPPA compliant, CRM program called Anchor. Over half of our pharmacies are currently using Anchor to manage their Medicare and commercial leads. Our goal is to successfully demonstrate Anchor to 100% of network members by end of year. Please contact your account manager with your availability if you have not yet logged into your Anchor dashboard.

We look forward to seeing everyone at [PDS](#) February 27-29, 2020.



STAYING CONNECTED WITH THE NETWORK

TIPS FOR PHARMACY OWNERS

Exemplar is committed to helping the independent pharmacy and physician network. Here are some tips to ensure that you thrive in today's world and remain committed to your patients, as well as your surrounding communities for generations to come. Have your own tip or want to be featured in next month's newsletter? Contact us at info@exemplarhpo.com

Prescribe with Confidence -

The CDC announces new App to provide guidelines for prescribing opioids to prevent overdoses. For more information, click [here](#).



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