

Anthem Blue Cross Blue Shield and Walmart are Working Together to Offer Your Clients New Options to Buy OTC Products!



We have a NEW arrangement with Walmart offering our members increased access to over-the counter (OTC) medicines and health-related products!

Help Your Clients Reduce Out-of-Pocket Costs!

This collaboration between Anthem Blue Cross and Blue Shield and Walmart will enable members in Anthem's Medicare Advantage (MA) health plans to use over-the-counter (OTC) plan allowances to purchase OTC medications and health-related items, such as first aid supplies, support braces, and pain relievers. They can purchase directly through mail-order, in-store at Walmart [and other participating retailers] or online.

This new program may help reduce out-of-pocket costs for members of Anthem's Medicare Advantage plans providing members the ability to buy more items with their plan's OTC allowances.

New OTC Program Begins January 2019

Grow your business by sharing this good news! Look for customizable materials that can help you share this important new program by visiting the sales toolkit through CustomPoint after October 1, 2018.

Contact your Regional Sales Manager or email/call Medicare Agent Services at medicareagentsupport@anthem.com or 800-633-4368 to learn more!

Brokers/all parties cannot discuss or disclose upcoming plan year novations, plan structure, plan or market changes, or share confidential information with members or potential members or competitors prior to 10/1/2018. Disclosing confidential information to members, potential members, and other health plans prior to October 1, 2018 will result in a termination of appointment.

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