



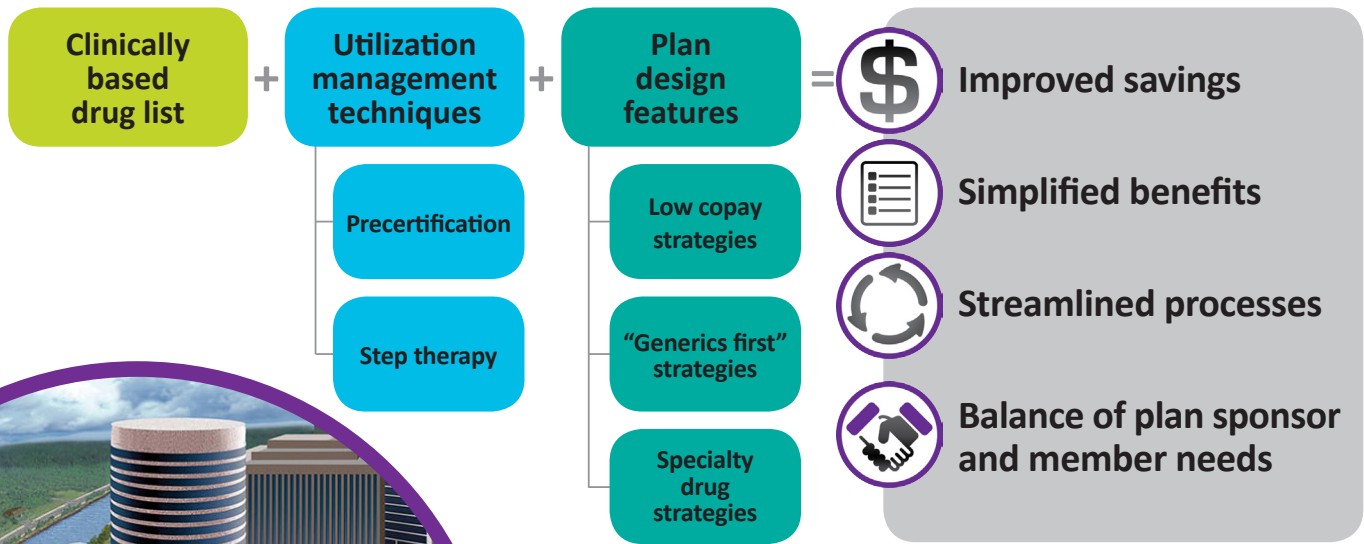
Aetna Value Plus Formulary: A simple and sustainable approach to control rising drug costs

The health care landscape is changing rapidly. In 2015, drug spend is expected to increase by 6.4%.* And drug costs will continue to rise. Estimates show significant growth for the foreseeable future.

To build healthy communities, we are connecting people with more affordable health care. That's why we developed a simplified and sustainable way to manage pharmacy costs while driving low-cost, high-quality outcomes.

The **Aetna Value Plus Formulary** starts with a clinically based drug list that is then combined with varying levels of utilization management (UM) and plan design features. UM includes precertification and step therapy. To help you save even more, we offer plan design features like generic and specialty drug strategies, as well as cost-sharing solutions.

How will the Aetna Value Plus Formulary benefit you and your business?



How will the Aetna Value Plus Formulary benefit members?

- Simplified benefits are easier to understand.
- More cost-effective alternative drugs.
- Easy transition with a one-time fill of medicines that would normally require precertification or step therapy.
- Reduced out-of-pocket costs if guidelines are followed.

*Centers for Medicare and Medicaid Services, National Health Expenditure Projections 2013-2023, Forecast Summary, 2014; Note: Content in this flyer applies to Middle Market renewals only.